

Protection of Privacy, Intellectual Property and Electronic Business as Indicators of Ethicalness of Online Media in Croatia

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SUMMARY

Internet as a new media environment places before journalists and media new ethical challenges (privacy, electronic business, immediacy, photograph manipulation and plagiarism, intellectual property, publishing of supplementary material and user-based journalism in online media) for which commonly accepted ethical standards still do not exist. Namely, it is still not clear what should, and what should not, be ethically acceptable. Therefore, international newspaper publishers and online journalist organizations strive to establish guidelines in order to regulate this problem. The leaders of that initiative include America Society of Magazine Editors, Online Journalism Review, Online News Association and Poynter Institute. This paper's focus is the research of Croatian online media's privacy protection of their users, showing whether they violate other media's intellectual property, their conduct of business, namely is their business approach equal to that of classical media, and also the possibilities of errors due to the immediateness of news publication. For the research, textual content (news) analysis method has been used. It has been established that Croatian online media do not respect user's privacy, even though it is of increasing concern to the Internet users. As many as 89% uses cookies covertly, and the statement of privacy protection can be found in just 23% of media analyzed. Croatian online media publish commercial content together with the journalistic one. Research has established that 85% of online media using banners do not mark them as advertisements. In a similar

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manner, 61% of online media in Croatia use home page links as a connection to commercial content. As many as 55% of Croatian online media content is not original, and intellectual property is doubtful in 44% of media content. On the other hand, online media producing own content do not use other media's content. From the publishing time-frame and error possibility aspects, it has been established that Croatian online media content is outdated. Of the total analyzed content, 60% is older than one day, and in 32% of the cases publication date could not be established, or was older than seven days. This reduces error possibility, but also shows that Croatian online media fail to exploit the most important characteristic offered by this new media environment – directness.

Key words: protecton of privacy, intellectual property

Introduction

Truthfulness, honesty, accuracy, fairness and independence represent basic journalistic values. They say that the journalistic article must be based on material facts, must present all relevant viewpoints, and containing accurate facts. However, new media environment questions those values. Fred Mann (Mann, 1998) in 1998 emphasized that the main ethical problems of online journalism appear when concerning: privacy, electronic business, immediacy, photograph manipulation and plagiarism, intellectual property, publishing of supplemental material and user-based journalism. This paper shall cover the issues of privacy, electronic business, immediacy and intellectual property.

Privacy represents a serious problem for online media users. According to the year 2000 research by CARNET (Croatian Academic Research NETwork), 78 percent of people surveyed answered that the issues of privacy and Internet user security are very important, and as many as 70 percent believe that computer support manufacturers introduce a code into their products used to invade user privacy (Carnet, 2000).

Online media use advanced techniques for registering user behavior, cookies being the best known. They enable web servers to, without user knowledge, store various user data. In such manner personal data such as methods of spending money over the Internet, consumption of web pages and their content, personal information such as address, e-mail, telephone number... Although most online media uses cookies solely for selective advertisement and content personalization, collecting such data is problematic from an ethical, and in some cases also from a legal standpoint.

Second ethical problem is represented by the electronic business of online media. Differing from classical media, online media have unlimited possibilities of content presentation and advertising. Poynter Institute (Poynter Institute, 2000) has established that online media need to, in order to protect their content from

commercial influences, allow users to clearly distinguish journalistic work from advertisement, including paid content and other models of integrated marketing.

Even though immediacy and 24 hours publishing represent online media's advantage in comparison with classic media, they have some downsides as well. Online media has difficulties of maintaining basic journalism postulates – truthfulness, accuracy and fairness, since they tend to publish information on events that occurred just minutes ago.

A special ethical problem in online media is the issue of intellectual property, or property of journalistic content (news, photographs, video recordings...). Basically, intellectual property content can easily be copied and saved onto a computer, altered and re-used.

There is no systematic research of ethical aspects in online journalism in Croatia. Rare researches conclude that Croatian online media lag behind global ones, since, among other things, they fail to respect global standards (Brautović, 2006: 121), giving us a source for this paper's hypothesis:

Croatian online media do not protect user privacy or intellectual property of other media, and do not apply classical media's ethical principles in the conduct of their business (advertising).

Methodology

For this research, textual content analysis of online media (journalistic articles) has been used. Using content analysis, privacy protection, business, publishing time and intellectual property of published content in online media (textual content) have been analyzed.

For sample determination, Croatian catalogue of online media – HrMedia OnLine (<http://www.hrmedia-online.com>) has been used, containing data on more than 250 Croatian online media, according to the September 20, 2006 data. Excluded from the list were online media being solely digital editions of print and electronic media (publishing only content already published in the newspaper, on television or radio). Analysis of the complete list, conducted on September 20, 2006, 108 suitable active web pages have been identified and taken into consideration for the research. Number of visits have been provided by the catalogue, but also supplemented using the results of Prizma company's year 2003 research (Prizma istraživanje, 2004), as well as author's own research for his dissertation needs (Brautović, 2006: 102-103). Highest number of visitors from all three sources have been taken into consideration. Due to the impossibility of establishing the exact number of visitors, a margin of error exists in the process of statistical analysis. The list of analyzed media can be found in the supplement.

Content analysis has been conducted in two parts, in the period from September 21 to 28, and on October 19, 2006. First portion of the research focused on usage of cookies, banners and commercial links, and the second part's focus was on online media content regarding news sources and publication times. As sample units, web sites marked by the Internet address – URL (Uniform Resource Loca-

tor), namely their homepages were used, while, dependant on the research phase, analysis and context units were changed. In first part, analysis and context units are represented by the homepage or html (HyperText Markup Language) document within the unique Internet address named index or default. In part two, analysis units were online news items presented by on html document. If a news items shows only a summary on the homepage, then such summary is considered as an analysis unit. As for the context unit in the second phase, only online news items linked from the homepage, and visible within the monitor's range using the 1024x768 resolution, were used. If there are less than 10 news items within the visible range, news items external to it were also used, starting from the top of the page, until the number of 10 news items was reached. Exceptionally, less than 10 news items were included in the analysis when there were less than ten on the homepage, but not less than 5 in any case.

Existence of cookies has been determined using program support – web browser Mozilla Firefox 1.5.0.7., with its additional software support for cookie management “Cookies”. This program support registers cookie presence immediately upon the entrance to the web site.

This paper considers banners to be a still or an animated advertisement found on a web site, which, modeled upon print advertisements, needs to be clearly identified as “marketing”, “advertisement” or some similar expression. Commercial link, unlike a classical one, leads to some form of commercial content – promotional text, electronic commerce site, or to a web site of a certain product's producer. Due to its commercial character, it should be clearly identified in a same way as banners.

Grouping based on checked variables has been implemented according to the flow chart shown in Table 1.

In order to calculate degrees of cookie usage, privacy protection disclaimer usage, advertisements containing disclaimers of their nature, and usage of commercial links, a statistical method of percentage calculation has been used. This statistical method has also been used when determining time of publishing and content originality.

Statistical method of correlation coefficient calculation has been used to establish correlation between the number of analyzed online media, and the usage of cookies, privacy protection disclaimers, advertisements containing disclaimers of their nature, usage of commercial links, content types and times of publication. Furthermore, correlation coefficient has been used to establish correlation between advertisements containing disclaimers of their nature and the privacy protection disclaimer usage. Equally, correlation coefficient has been used to determine correlation between publishing of own and “external” content.

In order to determine statistical correlation between observed categories, Spearman's Rho correlation coefficient has been used. The choice of such correlation coefficient has been made because data collected are not normally dispersed and have numeric and nominal values.

Calculation of correlation coefficient and its significance has been enabled by software support Statistical Package for Social Science (SPSS) version 15.0. (<http://www.spss.com>).

Table 1: Research flow chart

Checked variable	Group	Research subject
Cookie usage	Site with cookies	Web site
	Site without cookies	Web site
Privacy protection disclaimer	Site with disclaimer	Web site
	Site without disclaimer	Web site
Banner presentation	Banners with advertisement disclaimer	Web site
	Banners without advertisement disclaimer	Web site
Links	Links leading to commercial content	Web site
	Links not leading to commercial content	Web site
Time of publication	Impossible to determine or more than 7 days	News
	Within 7 days	News
	Within 24 hours	News
	Within 4 hours	News
	Within ½ hours	News
News source	Non-original content, no source origin	News
	Non-original content (news agencies)	News
	Non-original content (other media)	News
	Own content, author not specified	News
	Own content, author specified	News

Table 2: Correlation coefficient interpretation

Correlation coefficient r	Interpretation
From 0.00 to +/-0.20	No or insignificant correlation
From +/-0.20 to +/- 0.40	Light correlation
From +/-0.40 to +/-0.70	Very significant correlation
From +/-0.70 to +/-1.00	High or very high correlation

A rough approximation of correlation levels between two variables has been conducted based on Table 2 for correlation coefficient (Petz, 2002: 211)

Results

76 analyzed media covers national territory, and 33 are active locally. By theme, 9 online media covers a wide thematic spectrum, while other 100 present specific topics on a certain geographic area or subject matter. In total, 1,136 online news items were analyzed, giving an average of 10.42 online news items per media analysis.

Table 3: Privacy protection and business of online media

Category	Yes		No	
	Number of media	%	Number of media	%
Cookie usage	97	89	12	11
Privacy protection disclaimer	25	23	84	77
Banner presentation	93	85	16	15
Advertisement banner disclaimer	16	15	93	85
Commercial links usage	66	61	43	39

Of the total online media analyzed, 89% uses cookies covertly, while only 11% does not use cookies at all. Privacy protection disclaimer is present in only 23% of media analyzed, resulting in 77% of analyzed media without a disclaimer. Banners are used by 85% of online media, and not used by only 15% of online media. Out of all online media 85% do not specify banners as advertisements, while 15% contain such disclaimer. Out of all analyzed media, 61% of them use commercial links. On the other hand, 39% does not use commercial links (Table 3).

For 32% of online content (361 news items) it is impossible to determine the time of publication, or the publication is older than 7 days. 28% percent of content (320 news items) has been published within 7 days, while 21% of content has been published within 24 hours (239 articles). Within last four hours since the access to online media 15 percent (169 news items) has been published, and in real time, i.e. within the last half an hour only 4 percent of content (47 news items) has been published (Table 4).

55% of Croatian online media content is represented by non-original articles. Out of that number, for 25% of content (288 news items) origin can not be determined, 11% (123 news items) of content are agency sources, while non-original content from other media makes up for 19% (214 news items) of observed online media's content. 44% of content (474 news items) is represented by own articles specifying its author. Own articles without author specification are represented by only 3% of content (37 news items) (Table 5).

Table 4: Online media publishing time-frame

	Impossible to determine time of publication or more than 7 days	Publication within 7 days	Publication within 24 hours	Publication within 4 hours	Publication within ½ hour
Number of media	63	60	60	45	21
% of total media analyzed (sum higher than 100%)	58	55	55	41	19
Number of articles	361	320	239	169	47
% of total number of articles	32	28	21	15	4

Table 5: News sources in online media

	Non-original content, no source origin	Non-original content (news agencies)	Non-original content (other media)	Own content, author not specified	Own content, author specified
Number of media	48	27	45	9	71
% of total media analyzed (sum higher than 100%)	44	25	41	8	65
Number of articles	288	123	214	37	474
% of total number of articles	25	11	19	3	42

Table 6: Correlation coefficient between researched categories and the number of visitors

Category		No. of visitors
Cookie usage	Correlation coefficient Ro	0.09
	Significance P	0.318
Privacy protection disclaimer	Correlation coefficient Ro	0.22*
	Significance P	0.023
Banner presentation	Correlation coefficient Ro	0.15
	Significance P	0.161
Commercial banner disclaimer	Correlation coefficient Ro	0.15
	Significance P	0.122
Commercial links	Correlation coefficient Ro	0.21*
	Significance P	0.031
Non-original content, no source origin	Correlation coefficient Ro	-0.27
	Significance P	0.059
Non-original content (news agencies)	Correlation coefficient Ro	0.22
	Significance P	0.263
Non-original content (other media)	Correlation coefficient Ro	0.09
	Significance P	0.517
Own content, author not specified	Correlation coefficient Ro	0.54
	Significance P	0.133
Own content, author specified	Correlation coefficient Ro	0.19
	Significance P	0.122
Impossible to determine time of publication or more than 7 days	Correlation coefficient Ro	-0.46**
	Significance P	0.000
Publication within 7 days	Correlation coefficient Ro	-0.09
	Significance P	0.485
Publication within 24 hours	Correlation coefficient Ro	0.26*
	Significance P	0.042
Publication within 4 hours	Correlation coefficient Ro	-0.10
	Significance P	0.499
Publication within ½ hour	Correlation coefficient Ro	-0.39
	Significance P	0.118

* Correlation coefficient is significant and at a level lower than 5 percent ($P < 0.05$).

** Correlation coefficient is significant and at a level lower than 1 percent ($P < 0.01$).

Existence of certain correlation between the number of online media's visitors and online news items whose time of publication is impossible to determine or is more than 7 days has been established. For other categories, no statistically significant correlation coefficient has been determined (Table 6).

Table 7: Correlation coefficient between various categories of news items sources

Category		Non-original content, no source origin	Non-original content (news agencies)	Non-original content (other media)	Own content, author not specified	Own content, author specified
Non-original content, no source origin	Correlation coefficient Ro Significance P	1.00 -	-0.48 0.227	-0.45 0.054	0.00 1.000	-0.33 0.141
Non-original content, no source origin	Correlation coefficient Ro Significance P	-0.48 0.227	1.00 -	-0.59* 0.021	-0.12 0.824	-0.67** 0.002
Non-original content, no source origin	Correlation coefficient Ro Significance P	-0.45 0.054	-0.59* 0.021	1.00 -	-0.32 0.684	-0.49** 0.008
Non-original content, no source origin	Correlation coefficient Ro Significance P	0.00 1.000	-0.118 0.824	-0.32 0.684	1.00 -	-0.18 0.708
Non-original content, no source origin	Correlation coefficient Ro Significance P	-0.33 0.141	-0.67** 0.002	-0.49** 0.008	-0.18 0.708	1.00 -

* Correlation coefficient is significant and at a level lower than 5 percent ($P < 0.05$).

** Correlation coefficient is significant and at a level lower than 1 percent ($P < 0.01$).

Existence of a correlation between own content (specifying news item's author) and the usage of non-original content (news agencies and other media) has been determined. Correlation has also been determined between non-original content (other media) and non-original content (news agencies). No statistically significant correlation coefficient has been determined for other categories (Table 7).

Discussion

Croatian online media use 21% more cookies than found in a similar research conducted in the USA (Pryor et al, 2001a). Such high quantity of cookie usage can partially be explained by technical usage (not used for data collection, but for enabling web site admission, dependant on the programming solution). In any case, statistical analysis has not established any relation between the number of visitors and cookie usage, since the correlation coefficient $R=0.09$, meaning that the most visited Croatian online media use cookies in an equal manner as those with barely 100 daily visitors. Croatian online media should implement the principle suggested by Robert I. Berkman and Christopher A. Shumway (Berkman et al, 2003), which states that, if cookie usage is wanted, users should make a request to the online media (opt in), and not to make their usage implied (opt out), i.e. placing them automatically (covertly) onto the user's computer.

If an online medium gathers user data by means of cookies, or using any other method, it should post a visible notice, with an explanation on the purpose for such data usage. Research clearly shows that, compared to the USA conducted research, 15% more of Croatian online media contains no statement on privacy protection, (38% in the USA – Pryor et al, 2001b). This poses a significant problem regarding the fact that the existence of such statement is considered ordinary when conducting daily online business activities. Online media must be leaders in its implementation, because they, in public's name, demand transparency from other subjects.

Out of online media using banners, 81% have no clear indication of advertisement. It is, therefore, necessary to start implementing, as soon as possible, basic guidelines suggested by ASME (America Society of Magazine Editors) which, among other things, state:

- Web pages must set clear boundaries between journalistic and advertising content... When dealing with a sponsored page, it should clearly explain that the sponsor influences page contents.
- Links leading from journalistic content should lead strictly to non-commercial content. If the links are paid for, it should be clearly stated.
- Advertising supplements must be marked as such.
- Web page searches should not give preference to advertisers...

A clear division between advertising and journalistic content is important for the overall credibility of online media by the user. According to the research conducted by Online News Association (ONA), 72% of persons surveyed claimed that the clear separation of commercial and journalistic content influences online media credibility. Further on, it has been established that the more frequently users visit a certain online medium, the easier they distinguish boundaries between those two types of content. ONA therefore recommends that the advertisements always be placed at the same position on the web page, bearing an advertisement disclaimer, and remain separate from journalistic content.

When calculating correlation coefficient, no link between number of visitors and advertising disclaimers, as well as no link between online media containing privacy statements and those with advertising disclaimers. From ASME and ONA

guidelines we learn that links need to be structured in a manner that clearly shows whether they lead their users toward commercial or journalistic content. Research has shown that more than half of online media do not actively adhere to that practice.

As far as the publication time is concerned, or the so-called directness, research has shown that 60% of total content is one day old or older, or impossible to determine. 58% of media possess content with the date being impossible to determine, or more than seven days old. This data becomes even more crushing if we consider results of a February 2006 research, showing that directness, or the speed of news items publication, is the biggest advantage that new media have when compared to classical ones (Brautović, 2006: 99). Only 4% of Croatian online media content is published within half an hour, so the margin of error is very small. Some authors, in fact, regard publication deadlines for online media as being more suitable than those in classical media's case. For example, John V. Pavlik states that online media can spend as much time as they need in order to present a story in a suitable manner.

“...Since they have no set deadlines, journalists can work on their story long enough, and use a reliable source for its confirmation or publish it within the set timeframe, and can also subsequently publish a corrected version at the same place...”(Pavlik, 2001: 95).

Using the correlation coefficient, a significant negative correlation of $R_o = -0.46$ between number of visitors and the number of news items for which the publication date is impossible to be determined, or is more than seven days old, has been established.

Protection of intellectual property has not reached a satisfactory level, since the content of a large number of online media consist solely on importing other media's content. As many as 55% of Croatian online media content's intellectual property is questionable, since no source has been credited, or has been credited to another medium. In 44% online media, content's ownership is impossible to be established. 25% of online media publishes agency content, and 41% imports other media's content. Such manner of business conduct is certainly aided by the Croatian Copyright law, which does not consider a news item as intellectual property. If online media import content from other media, they should best be advised to quote several initial sentences, and then to use links leading to the full article at its original place of publication. Furthermore, as long as imported content is not used for commercial purposes, their usage is not ethically questionable, of course with an obligation of citing the news item's source. Basis for this statement stems from the lack of acceptance of legal framework which treats news content copyright as the one for entertainment and artistic creations – films, music..., which is in direct opposition with the basic foundations of democracy – access to information.

No correlation between the number of visitors and the source of online media news items has been established. It is interesting that there is a significant negative correlation between online media preferring agency content $R_o = -0.67$ or import-

ing other media content $R_o = -0.49$ in relation to the own content with a known author. This means that online media publishing agency or other media content have a very small percentage of their own content and vice versa. Equally, online media publishing agency content have a very significant negative correlation $R_o = -0.59$ compared to ones importing other media's content. As a result, online media producing own content or purchasing agency items honor other online media's intellectual content.

Conclusion

Due to an accelerated growth of new (online) media, ethical standards stipulating online journalism's best practice have still not been set. It is certain that online media need to respect basic classical journalism postulates. However, due to its characteristics and its establishment on new technologies being developed and advanced on an almost daily basis, setting of standards shall for a long time coming remain problematic, and it is highly questionable whether standards shall ever catch up with the technology advancements. Online media must take care of their users' privacy, intellectual property and commercial content, and at the same time implement best practices of leading global media.

Research clearly shows that the given hypothesis has been confirmed. Croatian online media do not respect user privacy, and are below global standards level. Equally, commercial content is published with no clear distinction from journalistic content, and the links are generally mainly used to link commercial content. Croatian online media do not respect other media's intellectual property.

Hypothesis has not been proven only when it comes to directness, or the publication timeframe, as the Croatian online media content is outdated, which is not an extenuating circumstance, as it is the single most important characteristic of the Internet.

For Croatian online media to be more successful, and in order for them to increase the credibility achieved in the eyes of Croatian public opinion, they need to implement ethical standards suggested by international professional associations.

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SUPPLEMENT

List of analyzed media

No.	Name of media	URL	No. of visitors
1	Iskon	http://www.iskon.hr	175,000
2	T-Portal	http://www.tportal.hr	85,000
3	Internet Monitor	http://www.monitor.hr	70,000
4	Index.hr	http://www.index.hr	25,000
5	Online.hr	http://www.online.hr	22,000
6	SportNet	http://www.sportnet.hr	20,000
7	Gamer.hr	http://www.gamer.hr	15,000
8	Moda.hr	http://www.moda.hr	15,000
9	Muzika.hr	http://www.muzika.hr	13,000
10	Blog.hr	http://www.blog.hr	10,000
11	MojBlog.hr	http://www.mojblog.hr	10,000
12	PLIVAzdravlje	http://www.plivazdravlje.hr	10,000
13	Kosarka.hr	http://kosarka.hr	8,000
14	PC Ekspert	http://www.pcekspert.com	7,000
15	Odlikasi.hr	http://www.odlikasi.hr	6,500
16	Audiofil	http://www.audiofil.net	6,000
17	Vidiauto.com	http://www.vidiauto.com/	6,000
18	Vip.hr	http://www.vip.hr	6,000
19	Tulumarka.com	http://www.tulumarka.com	5,600
20	Večernji list	http://www.vecernji.net	5,593
21	Croportal.net	http://croportal.net	5,000
22	Moj posao	http://www.moj-posao.net/	5,000
23	Skijanje.hr	http://www.skijanje.hr	5,000
24	Teen385.com	http://www.teen385.com	5,000
25	Croatiabiz Info	http://info.croatiabiz.com	4,500
26	Coolinarika.com	http://www.coolinarika.com	4,000
27	LupiGa	http://www.lupiga.com	4,000
28	Cibalia-Vinkovci	http://www.cibalia.com	3,500
29	Vijesti.info	http://www.vijesti.info/	3,200
30	Crogsm	http://www.crogsm.com/	3,000
31	HIC	http://www.hic.hr	3,000
32	Osijek-Online	http://www.osijek-online.com	3,000
33	Automanija.com	http://www.automanija.com	2,500

34	Gay.hr	http://www.gay.hr	2,500
35	Biznis.hr	http://www.biznis.hr	2,000
36	iKorcula.Net	http://www.ikorcula.net	2,000
37	Rijeka danas	http://www.rijekadanas.com	2,000
38	Križevci.info	http://www.krizevci.info	1,800
39	AutoNet	http://autonet.bug.hr	1,750
40	AutoWeb	http://www.autoweb.hr	1,700
41	Bjelovar.com	http://www.bjelovar.com	1,500
42	Dubrovnik portal	http://www.dubrovnikportal.com	1,500
43	Geografija.hr	http://www.geografija.hr	1,500
44	Korčula.Net	http://www.korcula.net	1,500
45	Morsko Prase	http://www.morsko-prase.hr/	1,500
46	Parentium.com	http://www.parentium.com	1,500
47	Pegla.com	http://www.pegla.com	1,400
48	Spansko.net	http://www.spansko.net	1,300
49	Varazdin-Online.com	http://www.varazdin-online.com	1,250
50	Sport hrt	http://sport.hrt.hr	1,200
51	Student.hr	http://www.student.hr	1,200
52	Beauty mag	http://beautymag.net/	1,200
53	Fima	http://www2.fima.com	1,000
54	Grad Kaštela	http://www.kastela.org	1,000
55	Križ života	http://www.kriz-zivota.com	1,000
56	Mladi Plus	http://www.mladiplus.com	1,000
57	Webmajstori.Net	http://www.webmajstori.net	1,000
58	mi3dot	http://www.mi3dot.org	700
59	Racunalo.com	http://www.racunalo.com/	700
60	Dugi Rat Online	http://www.dugirat.com	600
61	GradPula.com	http://www.gradpula.com	600
62	ZamirZine	http://www.zamirzine.net	600
63	Bordanje.com	http://www.bordanje.com	600
64	Virovitica Online	http://www.virovitica-online.com	550
65	Croatian-music.Info	http://croatian-music.info	500
66	Netplugged	http://www.netplugged.com	500
67	Pula-online.com	http://www.pula-online.com	500
68	Rolanje.com	http://www.rolanje.com	500
69	Nogometni magazin	http://www.nogometni-magazin.com	400
70	Poreština	http://www.porestina.info	400
71	Vitamini.hr	http://www.vitamini.hr	400

72	Film.hr	http://www.film.hr	350
73	Vukovarac.Net	http://www.vukovarac.net	350
74	Brunkovac OnLine	http://www.brunkovac.com	300
75	EuroNogomet.com	http://www.euronogomet.com	300
76	Motoglas	http://www.motoglas.com	300
77	Stupnik OnLine	http://www.stupnik.com	300
78	Veslački portal	http://rowing.site.hr	300
79	Huped	http://www.huped.hr/	300
80	Autoteka	http://www.autoteka.com	250
81	Bosut.net	http://www.bosut.net	250
82	Čakoveconline	http://www.cakoveconline.com	250
83	Filmski.net	http://www.filmski.net	250
84	Grad Dubrovnik	http://www.dubrovnik.hr	250
85	News items iz Staroga Grada	http://www.stari-grad-faros.hr	250
86	Photopixel	http://www.photopixel.net	250
87	Zagorje.hr	http://www.zagorje.hr	250
88	Popcorn.hr	http://www.popcorn.hr/	250
89	RivaOn	http://www.rivaon.com/	250
90	Zadarportal.com	http://zadarportal.com	200
91	Zagorje Online	http://www.zagorje-online.hr	200
92	Lilalo	http://www.lilalo.com/	200
93	Tehno blic	http://www.tehnoblic.com/	200
94	Općina Gradište	http://www.gradiste.com	170
95	Snowboard u Croatia	http://www.boarder-zone.net	150
96	Zrakoplovstvo.net	http://www.zrakoplovstvo.net	150
97	Čakovec scena	http://www.ckscena.com	150
98	GRAPnet.com	http://www.grapnet.com	150
99	INFOMob	http://www.info-mob.com/	150
100	Moj novac	http://www.mojnovac.com/	140
101	Culturenet Croatia	http://www.culturenet.hr	100
102	Ekologija	http://www.ekologija.hr	100
103	Karlovac gradski portal	http://www.mojklc.com	100
104	Klizanje.com	http://www.klizanje.com	100
105	Novi-Zagreb.com	http://www.novi-zagreb.com	100
106	Virovitica.net	http://www.virovitica.net	100
107	Croatia News Online	http://www.croatiaweekly.com/	100
108	Vodenica.net	http://www.vodenica.net/	100

Bato Brautović

Zaštita privatnosti, intelektualno vlasništvo i elektroničko poslovanje kao pokazatelji etičnosti on line medija u Hrvatskoj

SAŽETAK

Internet kao novo medijsko okruženje pred novinare i medije postavlja nove etičke izazove (privatnost, elektroničko poslovanje, neposrednost, manipuliranje fotografijama i plagiranje, intelektualno vlasništvo, objavljivanje nadopunjujućih materijala i korisničko novinarstvo kod online medija) za koje još uvijek ne postoje opće prihvaćeni etički standardi. Naime, ne zna se što bi to bilo etički prihvatljivo, a što ne. Zbog toga međunarodne organizacije novinskih izdavača i online novinara nastoje utvrditi pravila koja će regulirati tu problematiku. U toj regulativi predvodi nekoliko organizacija poput America Society of Magazine Editors, Online Journalism Review, Online News Association te Poynter Institute. Radom je istraženo kako hrvatski online mediji štite privatnost svojih korisnika, krše li intelektualno vlasništvo drugih medija, kako posluju, odnosno, je li poslovanje jednako onom klasičnih medija te mogućnosti pogreške zbog brzine objave novosti. Za potrebe istraživanja korištena je metoda analize tekstualnog sadržaja (novosti). Utvrđeno je kako hrvatski online mediji ne poštuju privatnost korisnika, iako ona zabrinjava sve više korisnika Interneta. Čak 89% tajno koristi kolačiće, a izjavu o zaštiti privatnosti sadrži samo 23% analiziranih medija. Hrvatski online mediji komercijalne sadržaje objavljuju zajedno sa novinarskim. Istraživanjem je utvrđeno kako 85% online medija koji imaju banere ne sadrže oznaku da se radi o oglasu. Slično, 61% online medija u Hrvatskoj poveznicama na početnoj stranici povezuju komercijalne sadržaje. Čak 55% sadržaja hrvatskih online mediji nije originalno, a intelektualno vlasništvo je upitno kod 44% sadržaja medija. S druge strane, online mediji koji proizvode vlastiti sadržaj ne preuzimaju tuđu. S aspekta vremena objave i mogućnosti pogreške utvrđeno je kako je sadržaj hrvatskih online medija zastario. Od ukupnog analiziranog sadržaja 60% je starije od jednog dana, a 32% nije moguće utvrditi kad je objavljeno ili je starije od sedam dana. To smanjuje mogućnost pogreške, ali i pokazuje da hrvatski online mediji nisu iskoristili najvažniju karakteristiku koju im nudi novo medijsko okruženje – neposrednost.

Ključne riječi: zaštita privatnosti, intelektualno vlasništvo