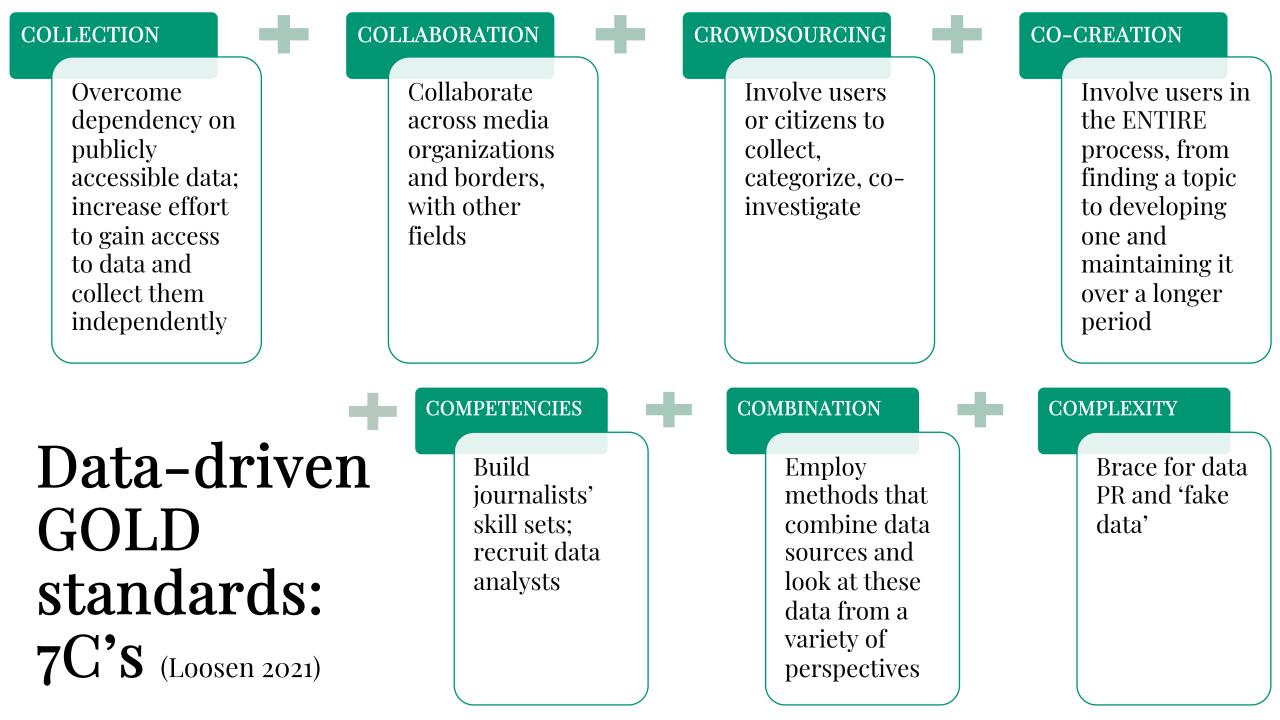# Data ethics

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Ethical issues

- Personal or sensitive data vs public's need for information
- Data source: Who? Project/purpose? Copyright? Permission to use data?
- Data collection of data source: Bias, gaps or omissions, provenance and data quality
- Legislative restrictions and consequences
- Effects when dataset is used: Harm or exposure to risk
- Openness and transparency: Peer review, disclosure, engagement, accountability, corrections

COLLECTION

Overcome dependency on publicly accessible data; increase effort to gain access to data and collect them independently

COLLABORATION

Collaborate across media organizations and borders, with other fields

CROWDSOURCING

Involve users or citizens to collect, categorize, co-investigate

CO-CREATION

Involve users in the ENTIRE process, from finding a topic to developing one and maintaining it over a longer period

COMPETENCIES

Build journalists' skill sets; recruit data analysts

COMBINATION

Employ methods that combine data sources and look at these data from a variety of perspectives

COMPLEXITY

Brace for data PR and 'fake data'

Data-driven GOLD standards: 7C's (Loosen 2021)

Responsible data journalism (Krippendorff 2016)

- Make the data understandable through their own means

- Ask reason behind data deficiencies in certain areas

- Try to uncover data manipulation and data abuse

- Keep in mind, explain and emphasize the character of data as "human artefacts": They are by no means self-evident collections of facts, but are often collected in relation to very particular conditions and objectives