

Code of Fairness, Impartiality & Objectivity In News & Current Affairs Research

July 2012

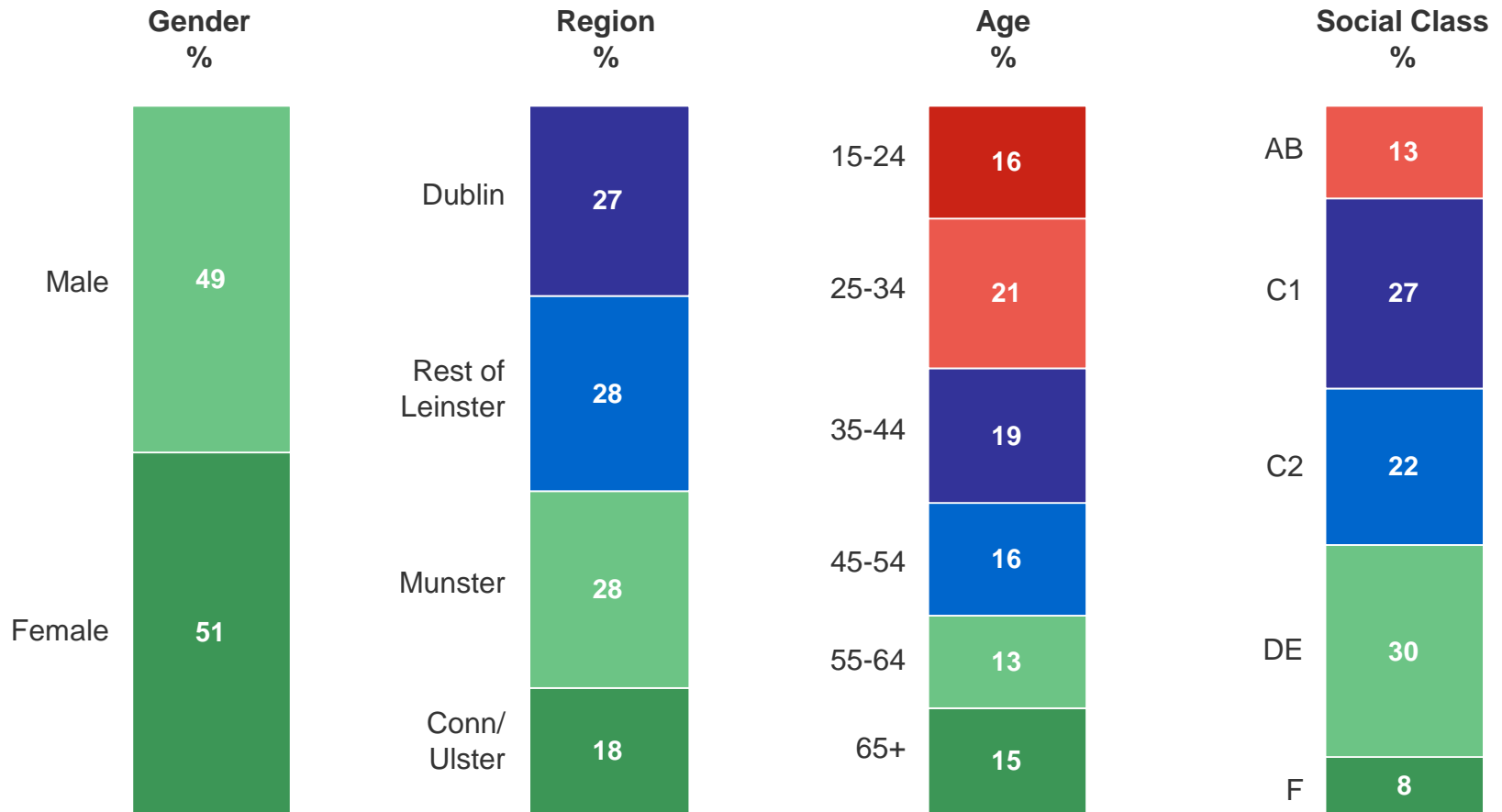


Introduction

Research Background & Methodology

- The Broadcasting Authority of Ireland are in the process of developing a Code of Fairness, Impartiality & Objectivity In News & Current Affairs.
- Market research was required to ascertain public attitudes towards a number of issues of relevance to the draft code – namely:
 - Presenters' own views
 - Election & Referendum coverage
 - Door stepping
 - Secret/undisclosed recordings
 - Register of interests
- A face-to-face in-home survey was conducted with 1,008 adults aged 15+. Quota controls were imposed to ensure the sample was representative of the population. Weights on age, gender, region and social class were applied at analysis stage.
- Fieldwork was conducted from 2nd-8th July, 2012.
- People working in the broadcasting industry were excluded from taking part in the research.
- The order of the questions was rotated so that no bias was place on any one proposed.

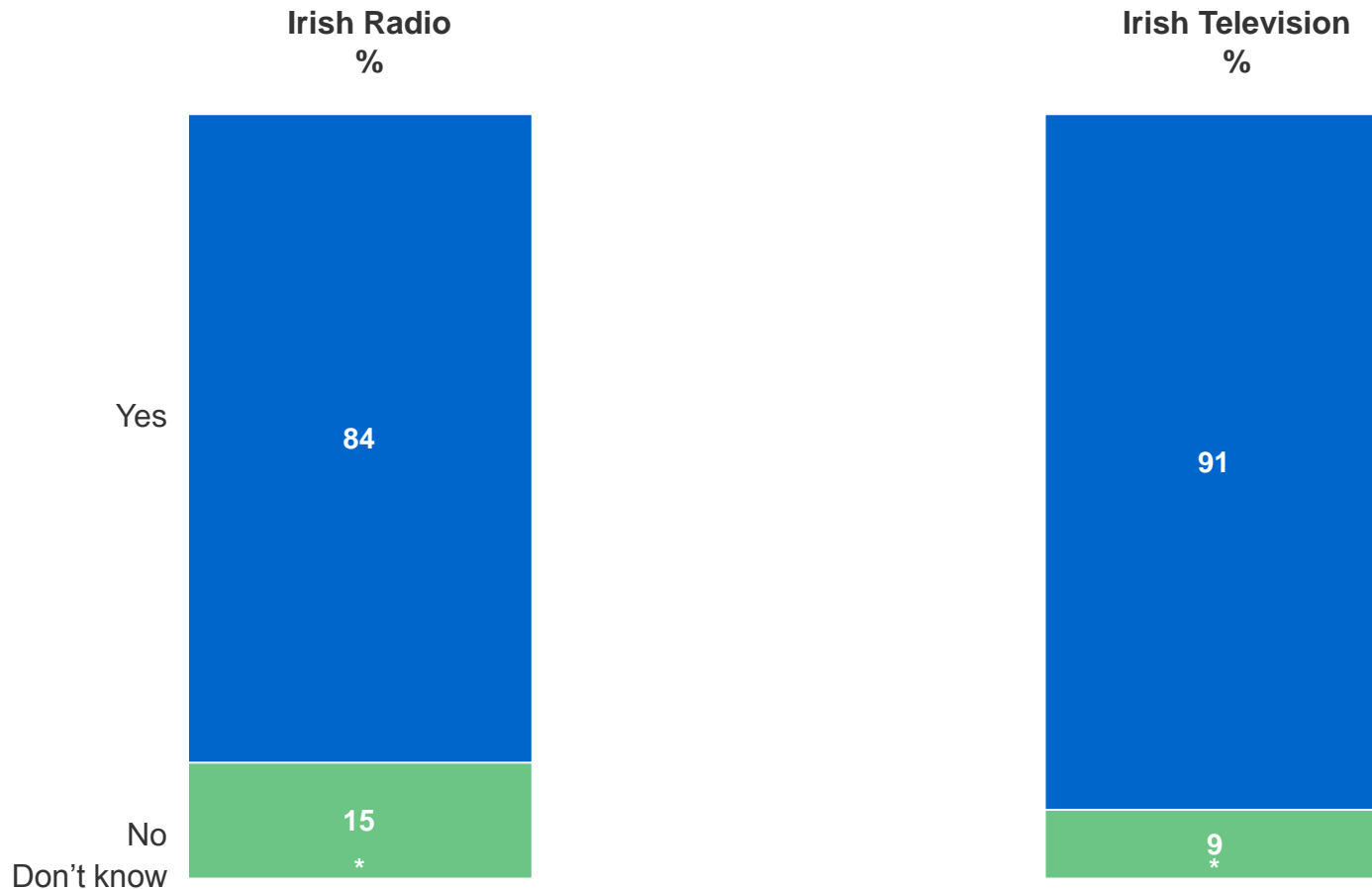
Profile Of Sample



Incidence of Listen/Watching News and/or Current Affairs Programmes

Q.B Do you ever listen to news and/or current affairs programmes on Irish Radio stations?

Q.C Do you ever watch news and/or current affairs programmes on Irish Television stations?



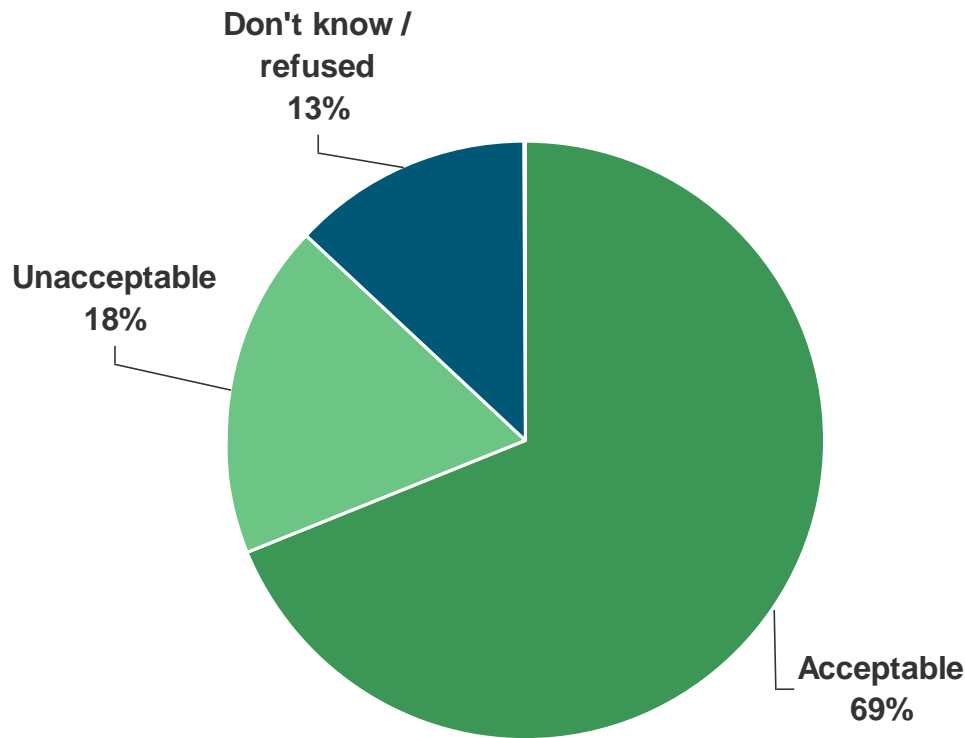
Findings

“The Broadcasting Authority of Ireland has published a draft broadcasting code that sets out the rules that Irish radio and television broadcasters will be required to comply with when covering news and current affairs stories. News and current affairs includes reporting by broadcasters of day-to-day events in Ireland and abroad, including events and stories that are of public controversy or public debate. The Broadcasting Authority would like your views on a number of aspects of this broadcasting code.”

“The draft broadcasting code states that presenters of news and current affairs programmes will not be allowed to express their personal views on news and current affairs stories, including stories that are either of public controversy or the subject of current public debate. The requirement of the code is intended to ensure that news and current affairs presenters are neutral, objective and impartial participants in discussions and debates on news and current affairs.”

Presenters' Own Views Requirement - Acceptable Or Unacceptable

Q.1 In your opinion, is the requirement of this code in relation to 'Presenters Own Views' acceptable or unacceptable?

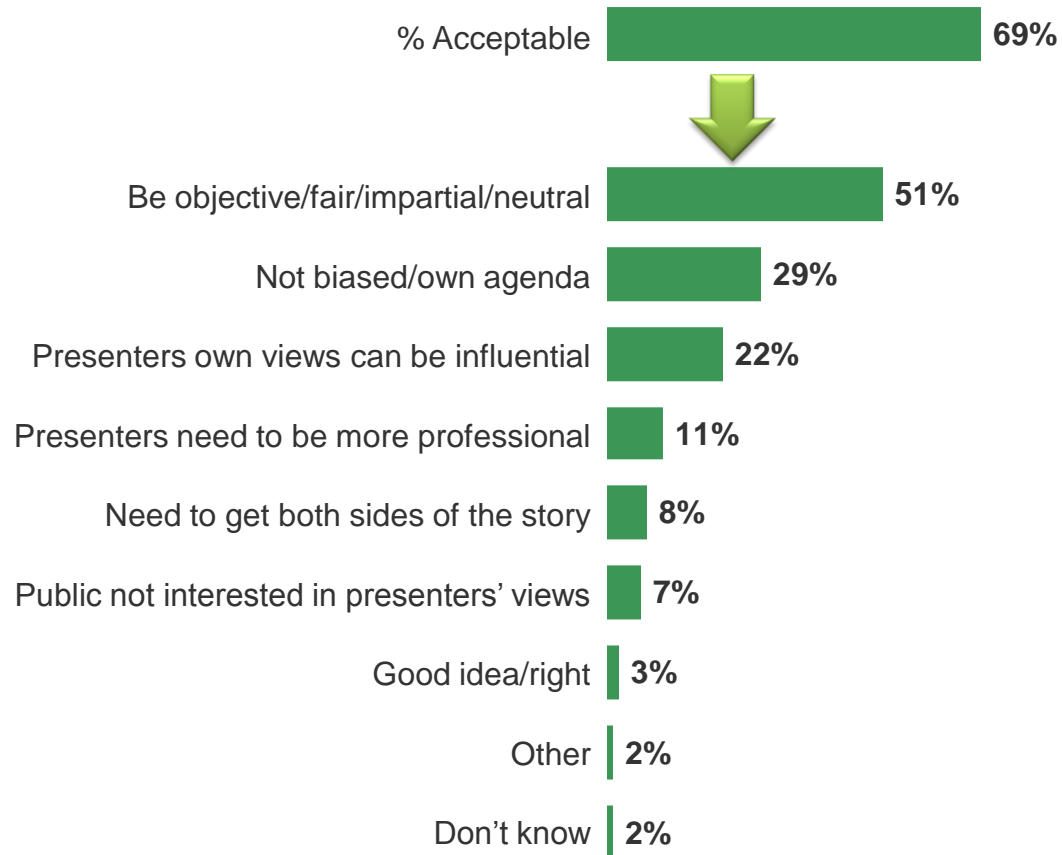


	Profile		
	Total Pop.	Acceptable	Unacceptable
	(1,008)	(696)	(185)
	%	%	%
Male	49	49	47
Female	51	51	53
15-24	16	13	19
25-34	21	21	18
35-44	19	19	22
45-54	16	18	17
55-64	13	14	12
65+	15	16	12
Dublin	27	28	27
Rest of Leinster	28	24	35
Munster	28	32	17
Conn/Ulster	18	16	21

7 in 10 think the Presenters' Own Views proposal is acceptable. No significant profile differences.

Why 'Presenters' Own Views' Requirement is Acceptable

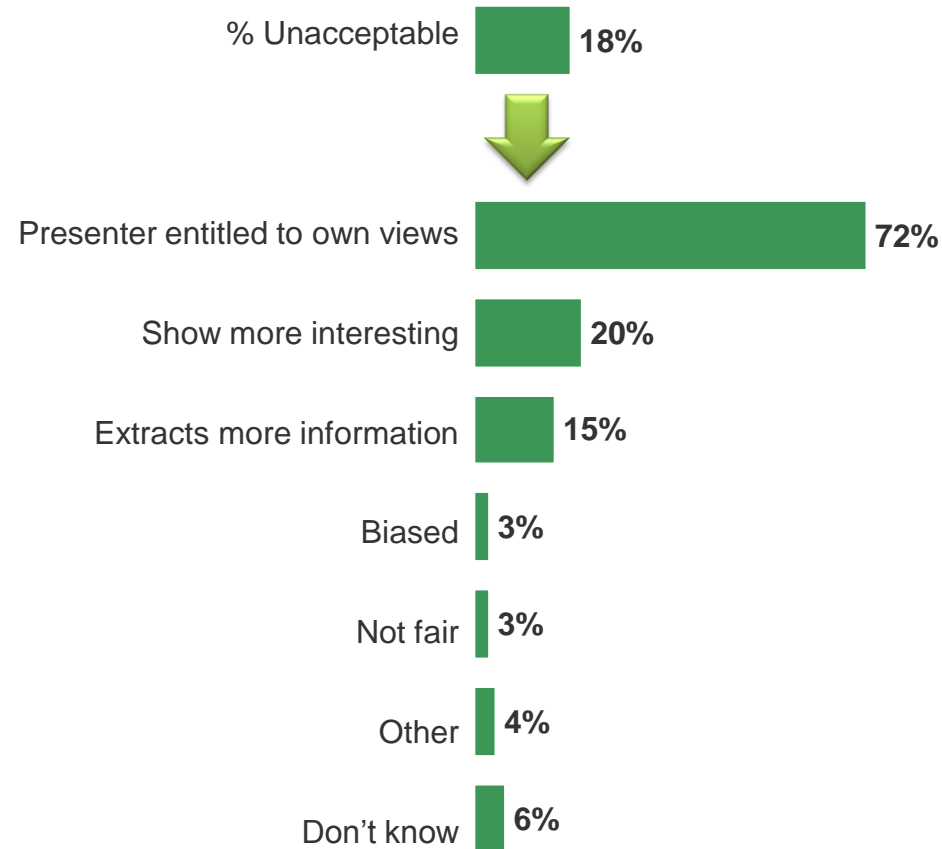
Q.2 And why in your opinion is this requirement acceptable?



The main reason cited for the Presenters' Own Views proposal being acceptable is that they need to 'be objective/fair/impartial/neutral'.

Why 'Presenters' Own Views' Requirement is Unacceptable

Q.3 And why in your opinion is this requirement unacceptable?

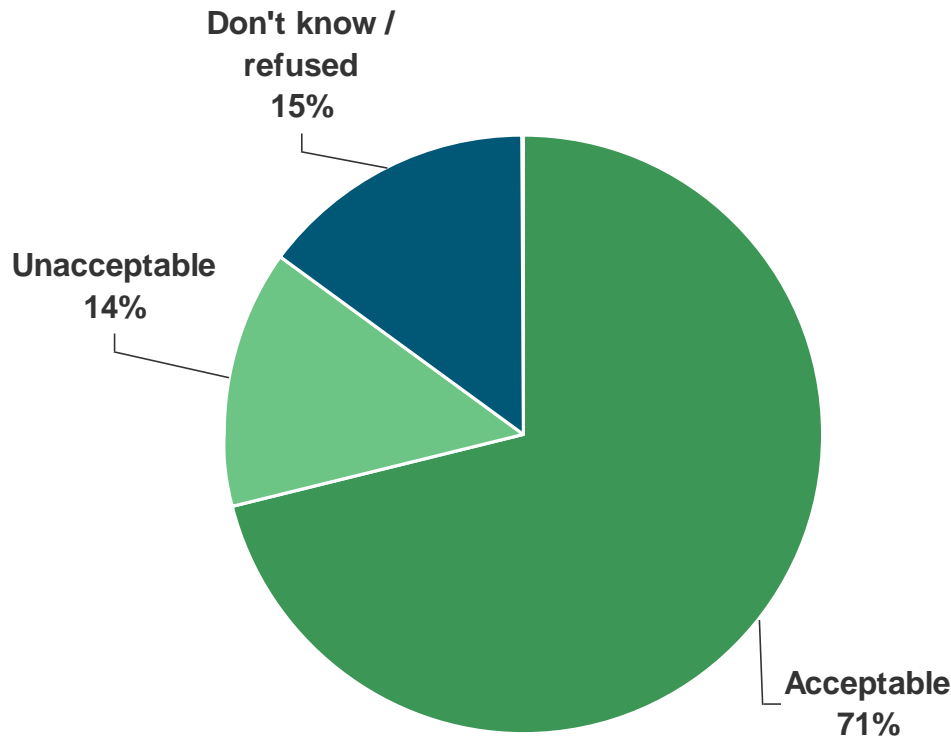


The main reason cited for the proposal being unacceptable is that the 'Presenter is entitled to own views'.

“The Broadcasting Authority currently requires that Irish radio and television broadcasters must stop their coverage of elections and referenda at 2pm on the day before the vote takes place. This means that broadcasters cannot discuss the content of a referendum or the policies of different political parties or election candidates from 2pm on the day before the vote until the polling stations close on the day that the vote takes place. This restriction is intended to ensure that voters are not confused or manipulated by false, incomplete or misleading information in the final hours before voting or during voting. It only applies to Irish broadcasters and does not apply to newspapers or websites.”

Election & Referendum Coverage Requirement - Acceptable Or Unacceptable

Q.4 In your opinion is the requirement in relation to 'Election and Referendum Coverage' acceptable or unacceptable?

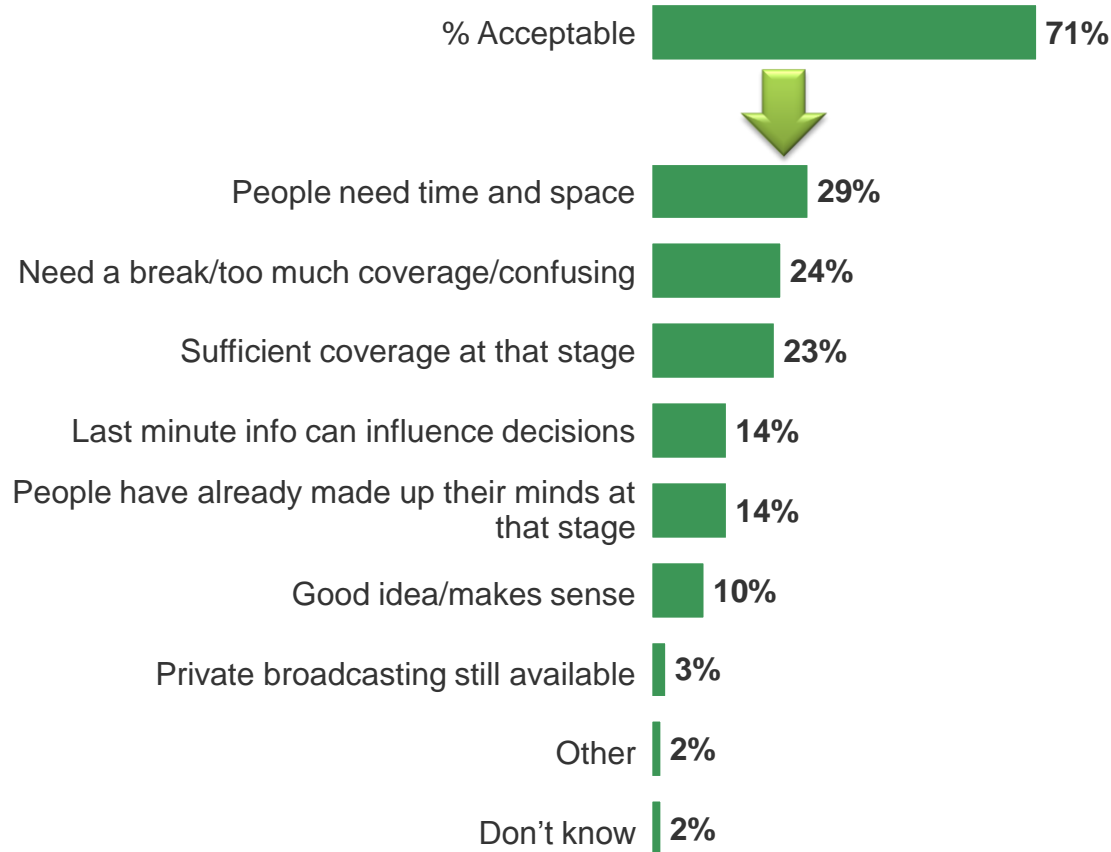


	Profile		
	Total Pop.	Acceptable	Unacceptable
	(1,008)	(718)	(144)
	%	%	%
Male	49	49	53
Female	51	51	47
15-24	16	12	22
25-34	21	21	22
35-44	19	21	12
45-54	16	17	16
55-64	13	13	14
65+	15	16	13
Dublin	27	28	34
Rest of Leinster	28	27	25
Munster	28	28	26
Conn/Ulster	18	17	16

7 in 10 think the requirement for 'Election and Referendum Coverage' is acceptable. Males, those under 34 years and living in Dublin are more likely to find the draft proposal unacceptable.

Why 'Election & Referendum' Requirement is Acceptable

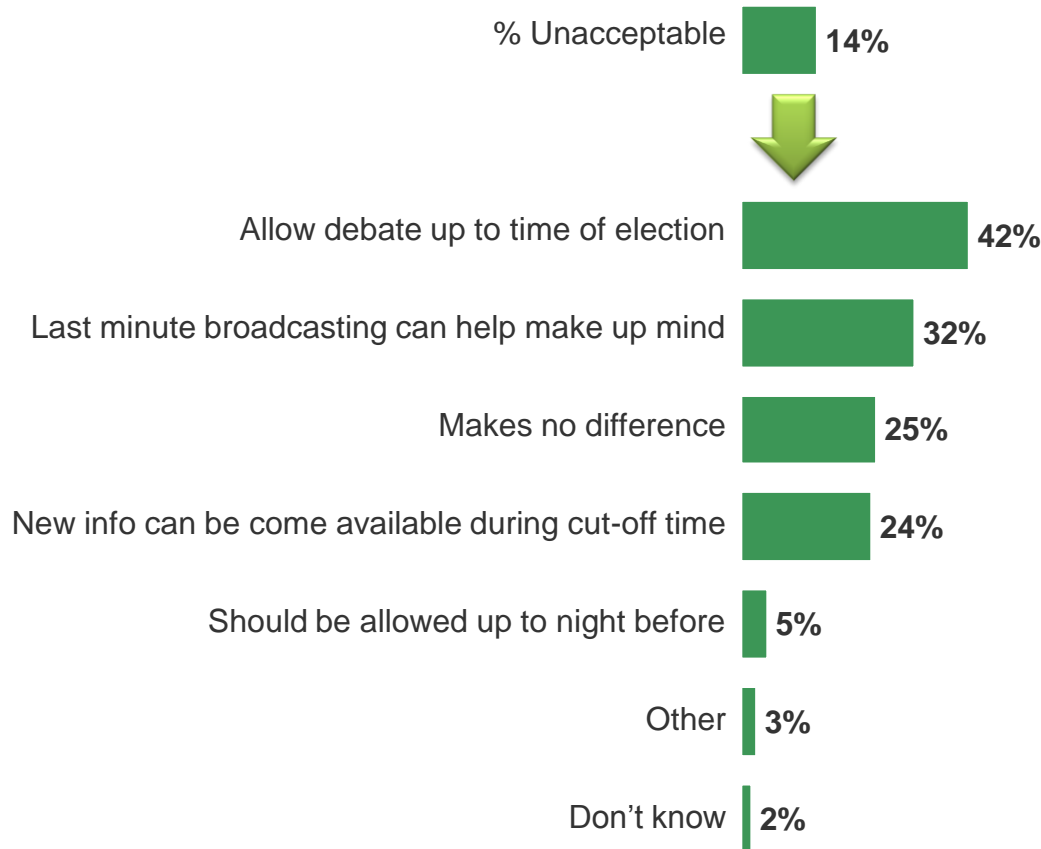
Q.5 And why in your opinion is this requirement acceptable?



The main reason cited for the requirement being acceptable is that 'people need time and space', 'need a break' and 'sufficient coverage at that stage'.

Why 'Election & Referendum' Requirement is Unacceptable

Q.6 And why in your opinion is this requirement unacceptable?

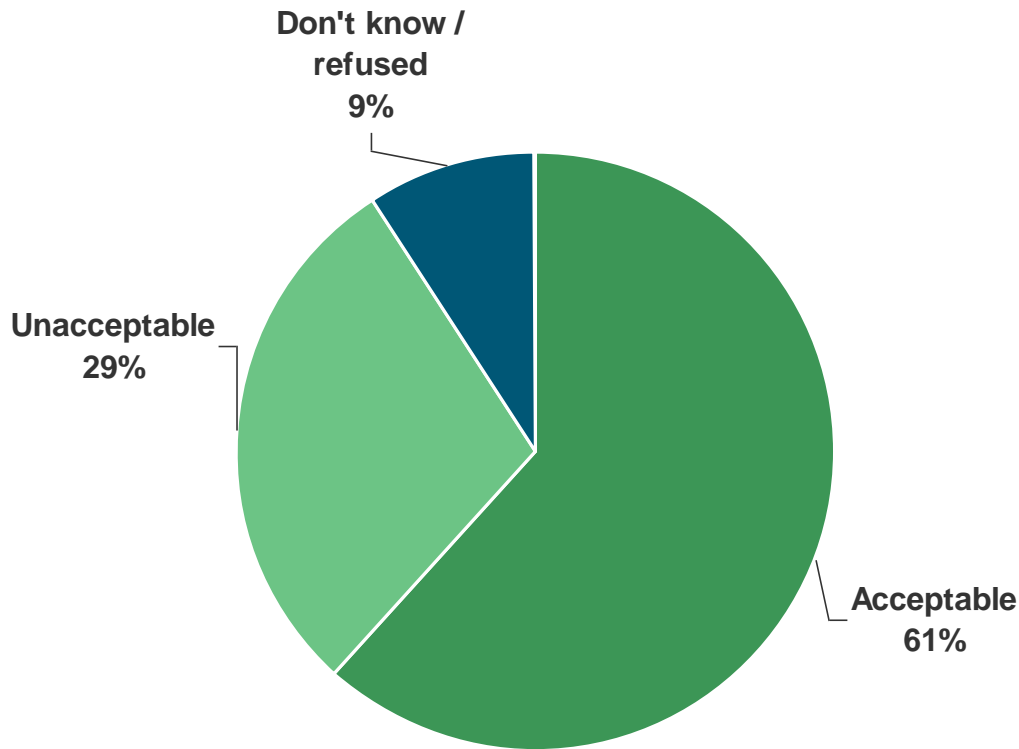


The main reason cited for the requirement being unacceptable is that 'allow for debate up to time of election', 'last minute broadcasting can help make up mind'.

“The draft broadcasting code includes rules on door-stepping. This is an interviewing technique used by broadcasters and involves a radio or television programme-maker approaching a person for an interview without prior agreement or notice, for example by approaching them in a public place. The draft code requires that this technique is only to be used in limited circumstances and where doing so is in the public interest.”

Door-Stepping – Requirement Acceptable Or Unacceptable?

Q.7 In your opinion is the requirement of this code in relation to 'Door Stepping' acceptable or unacceptable?

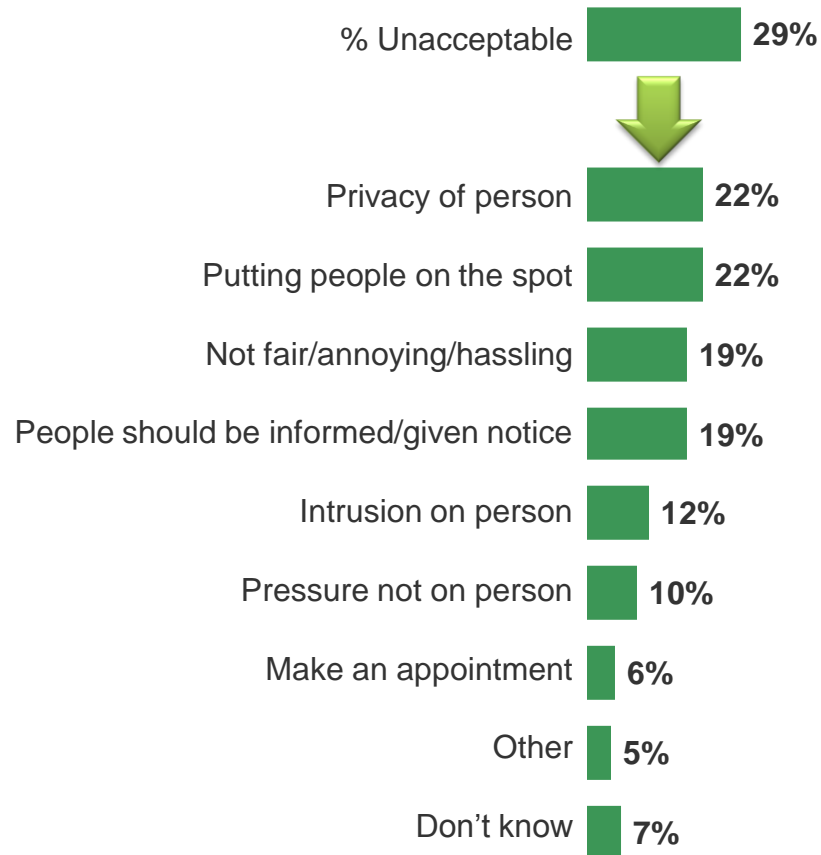


	Profile		
	Total Pop.	Acceptable	Unacceptable
	(1,008)	(615)	(300)
	%	%	%
Male	49	51	45
Female	51	49	55
15-24	16	15	14
25-34	21	24	16
35-44	19	21	18
45-54	16	16	16
55-64	13	12	16
65+	15	13	20
Dublin	27	27	27
Rest of Leinster	28	28	25
Munster	28	31	22
Conn/Ulster	18	14	26

6 in 10 think the draft proposal on 'Door-Stepping' is acceptable. Females and those 55+yrs are more likely to find the proposal unacceptable.

Why 'Door-Stepping' Requirement is Unacceptable

Q.8 And why in your opinion is this requirement unacceptable?



The main reason cited for the proposal being unacceptable is 'privacy of the person', 'putting people on the spot'.

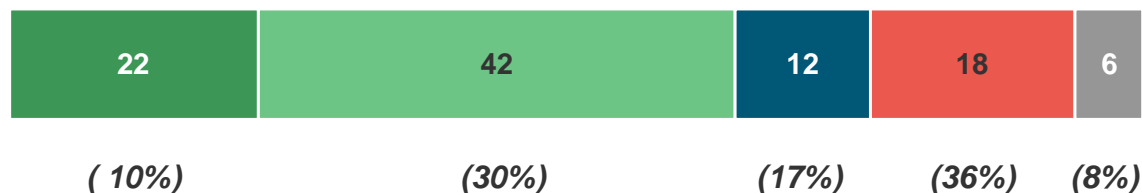
Base: All respondents who think the draft proposal on 'Door-Stepping' is unacceptable: 300

Incidences Of Door-Stepping Being Acceptable Or Not

Q.9 I am now going to read out some incidences of door-stepping and I would like you to tell me to what extent you think each one is acceptable or not?

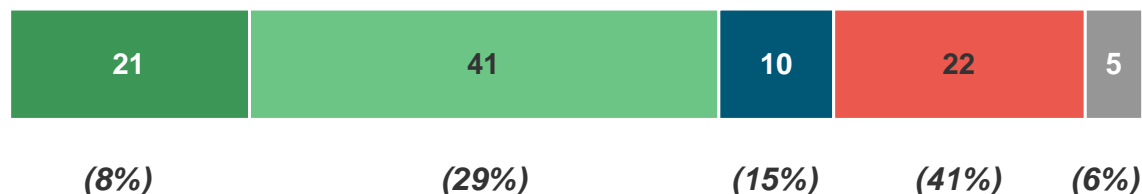
■ % Always Acceptable ■ % Sometimes Acceptable ■ % Rarely Acceptable ■ % Not At All Acceptable ■ % Don't Know Mean

The door-stepping occurs when the person is unlikely to co-operate with the programme-makers and the interview is considered to be in the public interest



2.72

The door-stepping occurs when a person has refused a request to be interviewed and the interview is considered to be in the public interest



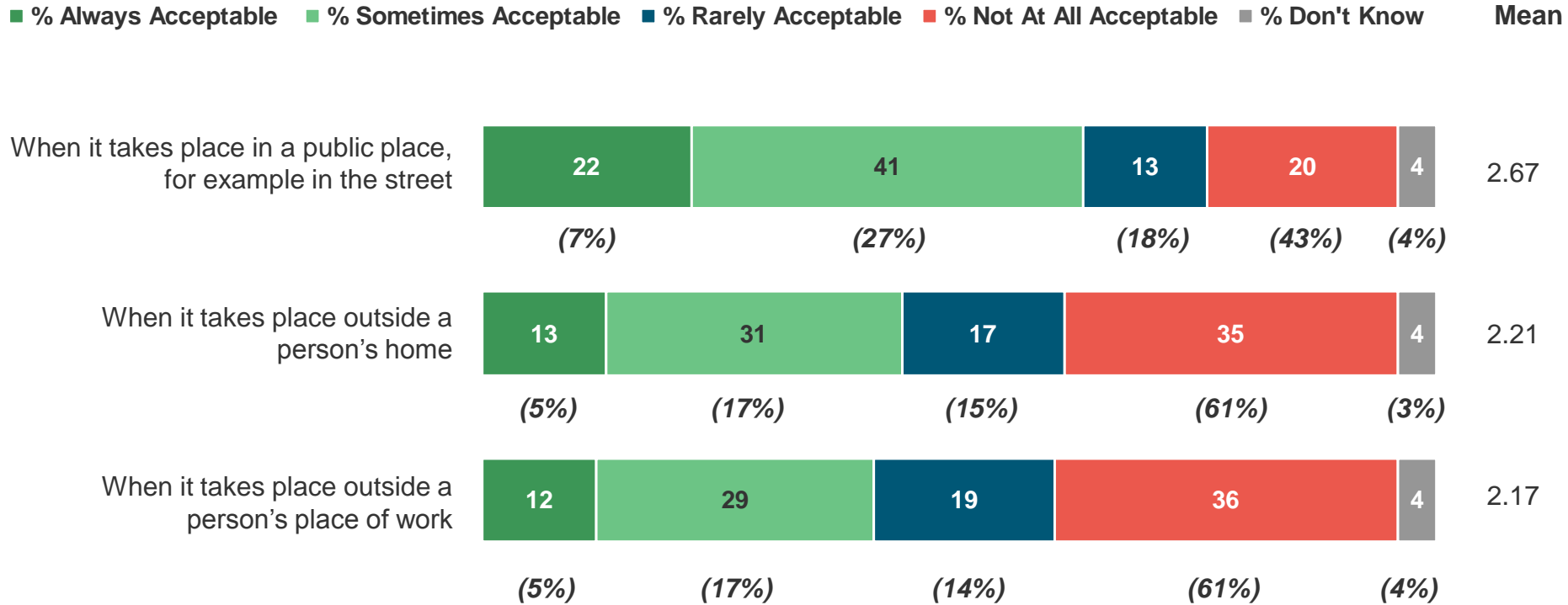
2.64

() = All those who say 'Door-Stepping' is unacceptable

The majority think that 'Door-Stepping' is acceptable in certain incidences. Those who deemed 'Door Stepping' to be unacceptable are less likely to be in favour.

Locations Where Door-Stepping is Acceptable Or Not

Q.10 And I would like you to tell me to what extent you think door-stepping is acceptable or not in each of the following locations?



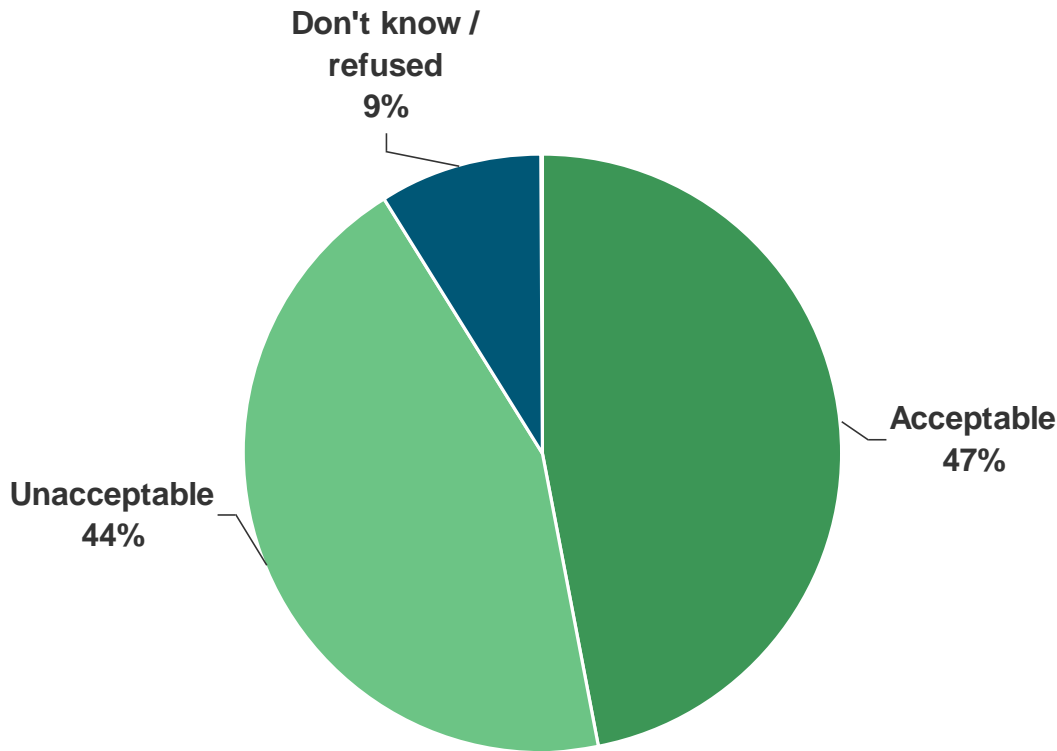
() = All those who say 'Door-Stepping' is unacceptable

Door-Stepping is more likely to be deemed acceptable in public places rather than outside a persons home or place of work.

“The draft broadcasting code includes rules that will allow broadcasters to make secret/undisclosed recordings when they are producing news and current affairs programmes. A secret or undisclosed recording by a broadcaster is one where a person is recorded without their knowledge using a hidden camera or microphone. The draft code requires that secret/undisclosed recordings are only to be made in exceptional circumstances and where doing so is in the public interest.”

Secret/Undisclosed Recordings - Requirement Acceptable Or Unacceptable?

Q.11 In your opinion, is the requirement of this code in relation to 'Secret/Undisclosed Recordings' acceptable or unacceptable?

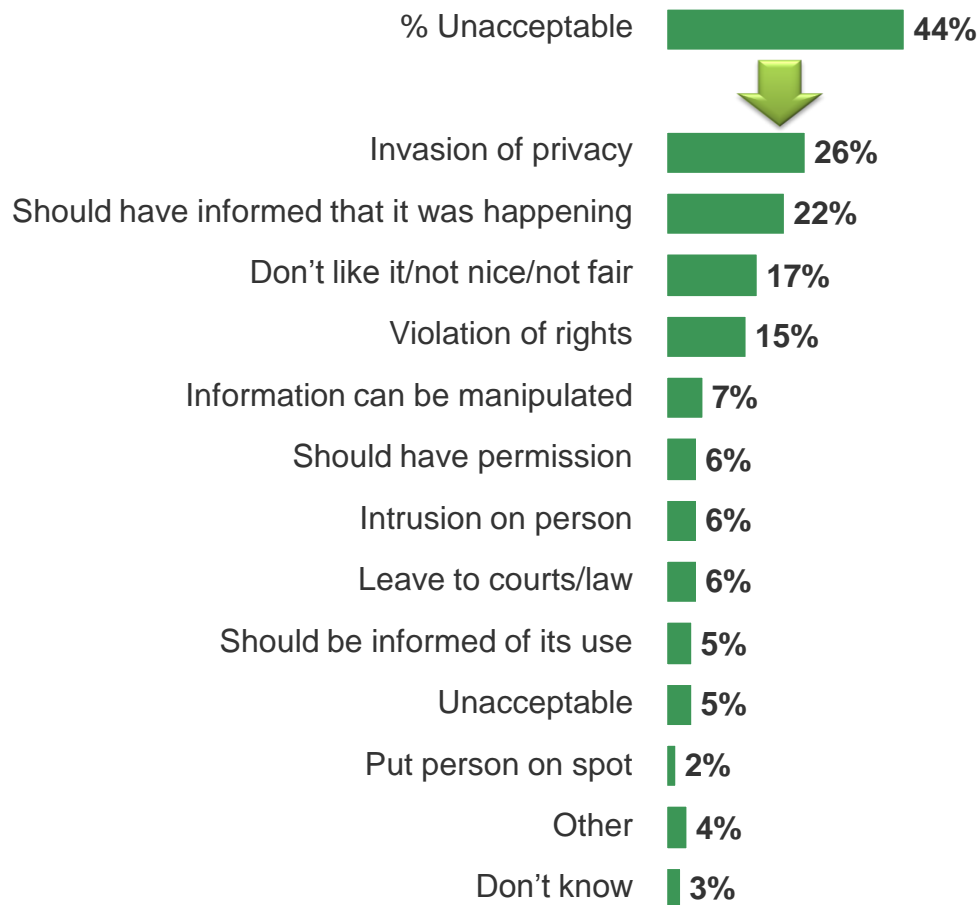


	Profile		
	Total Pop.	Acceptable	Unacceptable
	(1,008)	(473)	(448)
	%	%	%
Male	49	53	48
Female	51	47	52
15-24	16	15	16
25-34	21	23	18
35-44	19	20	20
45-54	16	17	15
55-64	13	11	15
65+	15	14	15
Dublin	27	29	25
Rest of Leinster	28	26	27
Munster	28	29	27
Conn/Ulster	18	15	21

Just under half think that 'Secret/Undisclosed Recordings' are acceptable. Males and those 25-44 are more likely to find it acceptable.

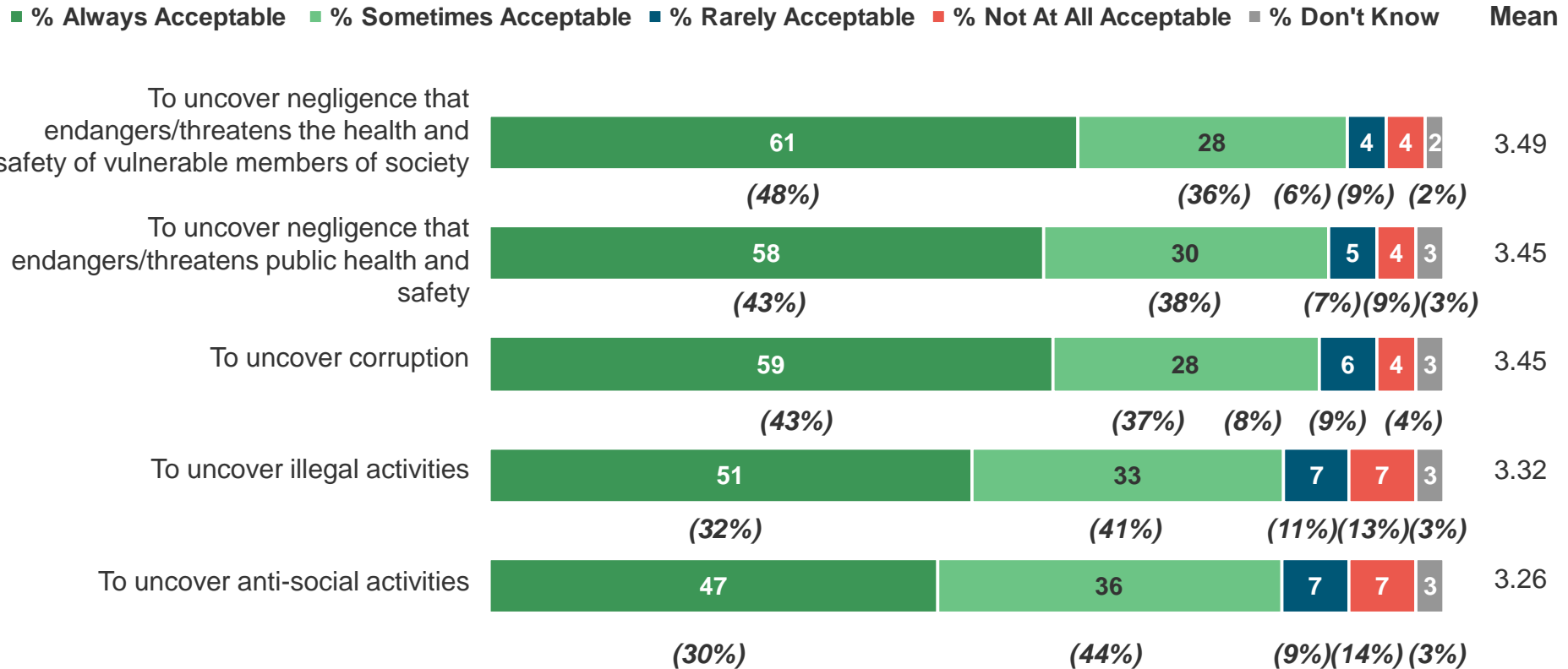
Why 'Secret/Undisclosed Recording' Requirement is Unacceptable

Q.12 And why in your opinion is this requirement unacceptable?



Incidences Of Secret/Undisclosed Recordings Being Acceptable Or Not

Q.13 I am now going to read out some incidences why secret/undisclosed recordings might be made by a broadcaster and I would like you to tell me to what extent you think each one is acceptable or not?



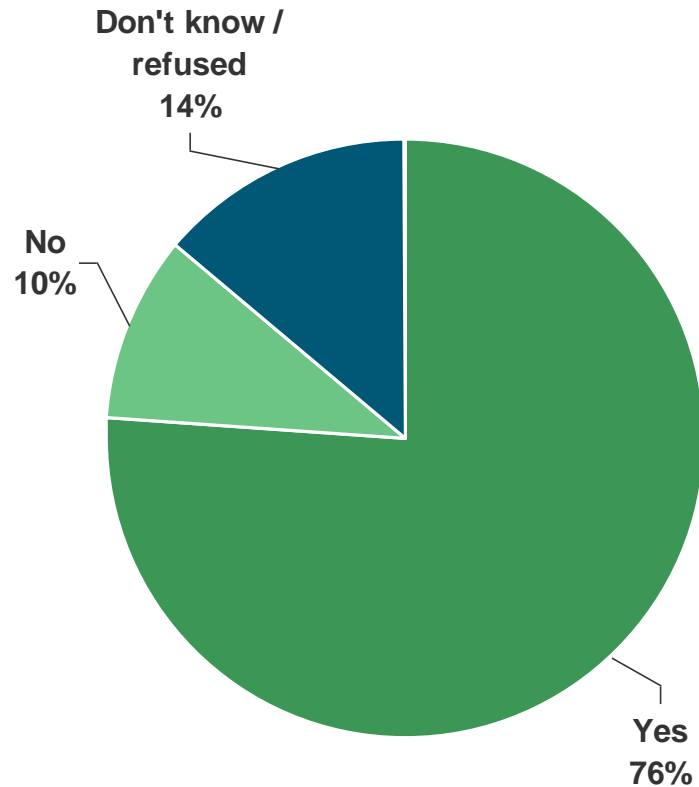
() = All those who say 'Secret/Undisclosed Recordings' is unacceptable: 448

Incidences where 'Secret/Undisclosed Recordings' are deemed acceptable are highest to uncover negligence that threatens vulnerable members of society.

“The draft broadcasting code proposes that Irish radio and television broadcasters will be required to keep a record of the personal, professional, business or financial interests of all staff involved in the making of news and current affairs programmes. The register would be used to determine whether the presenter, reporter or other staff member had a conflict of interest that should prevent them from being involved in the reporting or production of a particular news and/or current affairs story.”

Proposed 'Register Of Interest' - Put In Place Or Not?

Q.14 Do you think the proposed Register of Interests should be put in place?

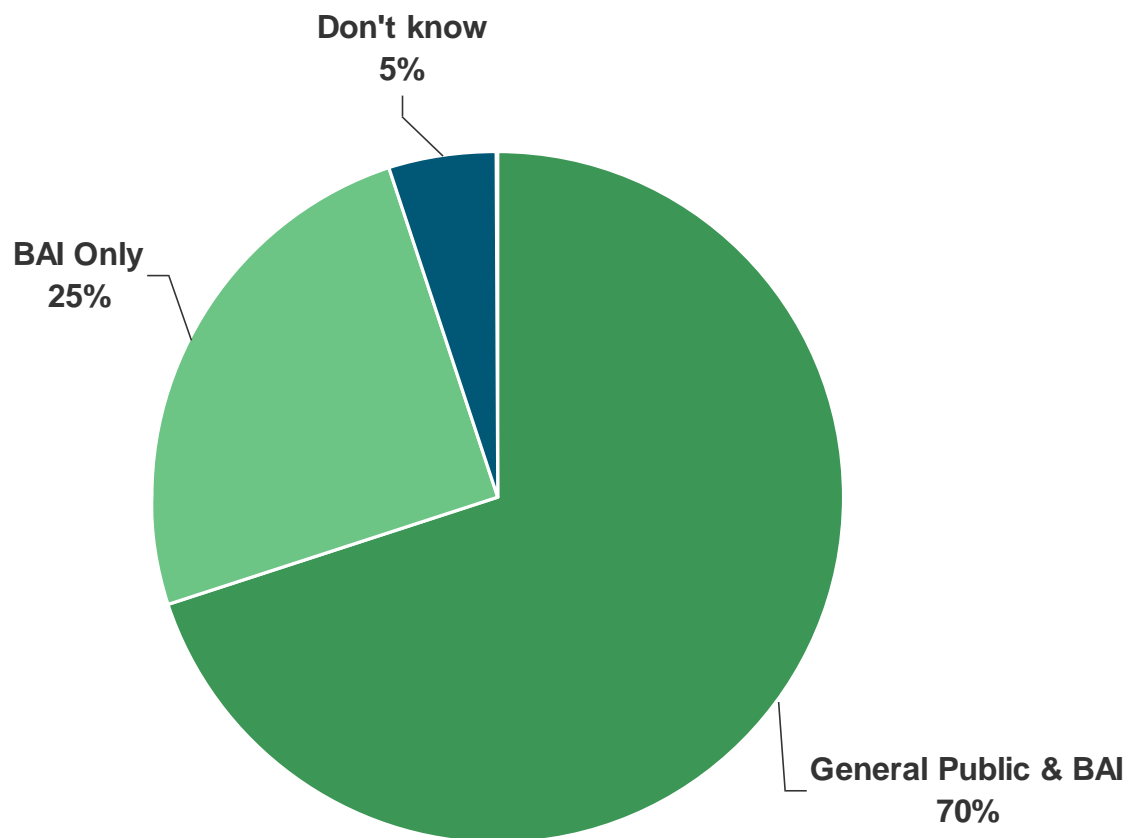


	Profile		
	Total Pop.	Yes	No
	(1,008)	(765)	(100)
	%	%	%
Male	49	50	55
Female	51	50	45
15-24	16	13	21
25-34	21	21	27
35-44	19	19	23
45-54	16	17	13
55-64	13	14	5
65+	15	15	12
Dublin	27	28	25
Rest of Leinster	28	25	36
Munster	28	30	23
Conn/Ulster	18	17	16

Three quarters agree that the proposed 'Register of Interest' should be put in place.

'Register Of Interest' Available To General Public Or BAI Only

Q.15 In your opinion should the Register of Interests be available to the general public as well as the Broadcasting Authority of Ireland or available to the Broadcasting Authority of Ireland only?

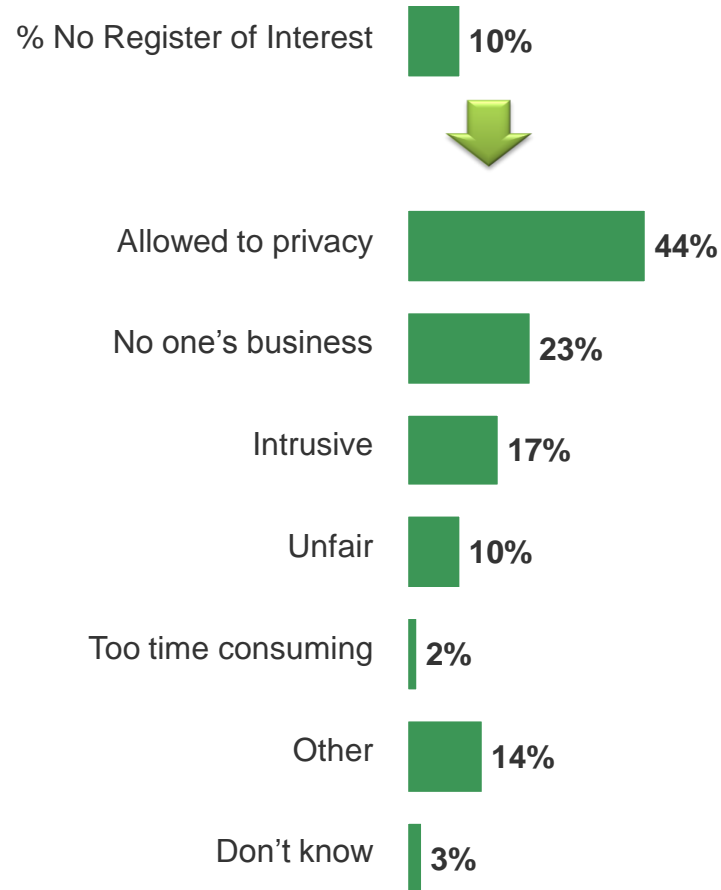


Majority agree that a 'Register of Interest' should be available to both the general public and the BAI.

Base: All who think 'Register of Interest' should be put in place: 765

Why 'Register Of Interest' Should Not Be Put In Place

Q.16 And why do you think the proposed Register of Interest should not be put in place?



Conclusions

Conclusions

- In general the public are in favour of nearly all the draft proposals.
- The public were least in favour of the 'Door-Stepping' and 'Secret Undisclosed/Recordings' proposals mainly because of the privacy of the person.
- The 'Door-Stepping' proposal is however deemed acceptable in certain incidences or certain locations.
- Whilst the 'Secret Undisclosed/Recordings' proposals are also deemed acceptable depending on what they are to uncover.
- Of those not in favour of a 'Register of Interest', 10%, the main reason cited was the people should be allowed to privacy.
- There were no cohorts of the population significantly swayed either for or against any of the draft proposals.

Ipsos MRBI