

# JOURNALISM AND CORRUPTION



**FOSTERING ACCOUNTABILITY  
WHILE BEING ACCOUNTABLE**

Anne Koch, Summer School on Integrity, Vilnius 2015



1. The role of journalism in fighting corruption
2. Challenges facing journalism
3. Ethics and accountability in journalism

# 1. ROLE OF JOURNALISM IN FIGHTING CORRUPTION



Always go too far,  
because that's where  
you'll find the truth

-Albert Camus

# 1. ROLE OF JOURNALISM IN FIGHTING CORRUPTION

- A CASE STUDY: DANGERS IN THE DUST: INSIDE THE GLOBAL ASBESTOS TRADE (BBC & ICIJ)



# 1. ROLE OF JOURNALISM IN FIGHTING CORRUPTION

## - A CASE STUDY: GLOBAL ASBESTOS TRADE (ICIJ AND BBC)



### Impact:

- Extraordinary reach: tens of millions of people in 150+ countries, covered by 250+ news outlets, blogs and websites in at least 20 languages
- critical role in educating and alerting policymakers and workers
- key findings used to advocate for asbestos bans in Brazil, India, Mexico, etc.
- Canada: opposition leader called for a ban on exports → online campaign with 7,000+ letters
- counterattack by asbestos lobby → sign of being a credible threat
- two top level convictions in Italy: 16 years in prison for killing more than 3,000 people
- Columbia U's 2011 John B. Oakes Award for Distinguished Environmental Journalism and a medal from Investigative Reporters and Editors

*"A public-relations tsunami"  
for the asbestos industry*

*Canadian Press wire service*

*"An astonishing series of newspaper and website articles, podcasts,  
documentaries, radio programs, commentaries and blogs."*

*International Ban Asbestos Secretariat*

## Thousands of lives saved!!!

# 1. ROLE OF JOURNALISM IN CORRUPTION

## - HOW EFFECTIVE IS IT?



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## - HOW EFFECTIVE IS IT?



### PUTTING CORRUPTION OUT OF BUSINESS: INVESTIGATIVE JOURNALISM



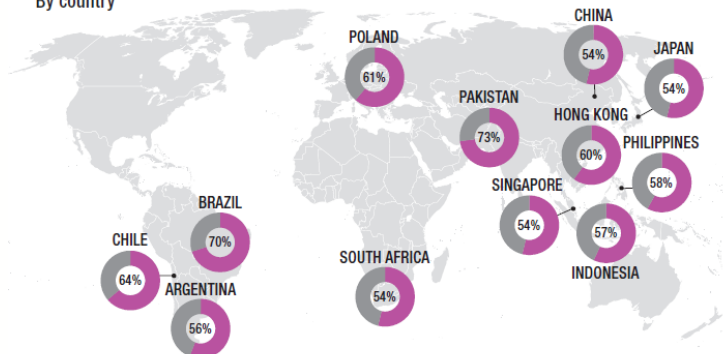
We interviewed more than: **3,000** business executives from **13** sectors and in **30** countries about their views on business and bribery.

Almost **1 in 2** business people worldwide believe that **investigative journalism** would be an effective way to stopping corruption in the private sector.

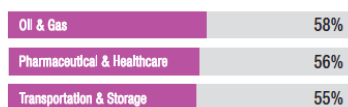


Percentage of business people who believe that investigative journalism would be an effective way to stopping corruption in the private sector:

By country



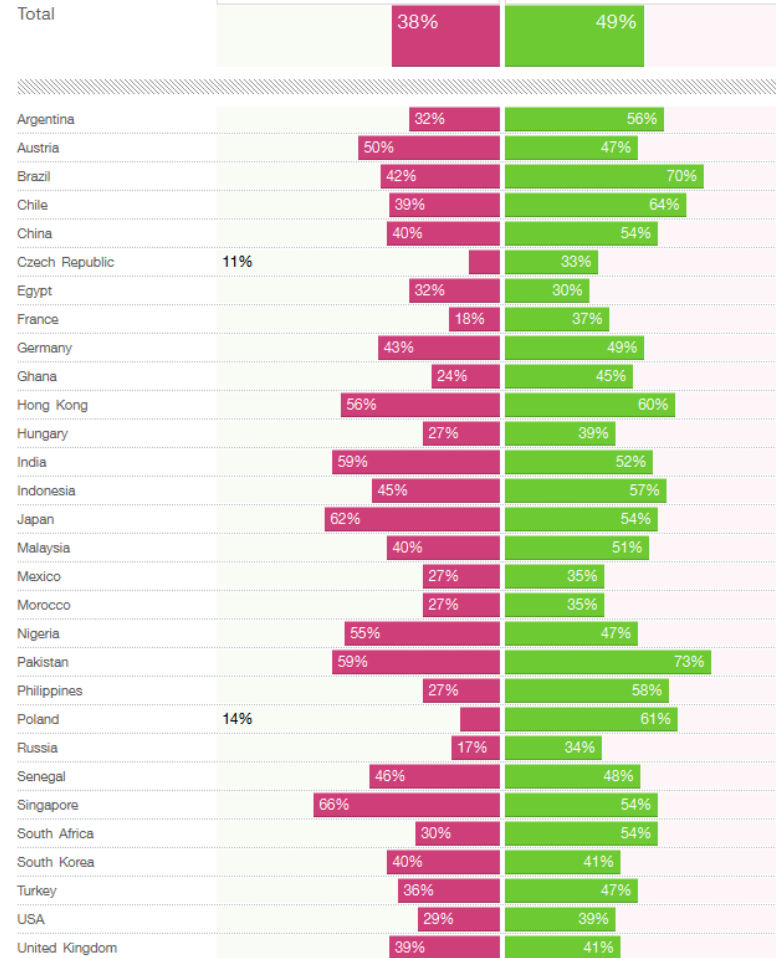
By sector



View the results for all countries and sectors here:  
[www.transparency.org/research/bps2011](http://www.transparency.org/research/bps2011)  
#CleanBusiness



### National anti-bribery laws Investigative journalism

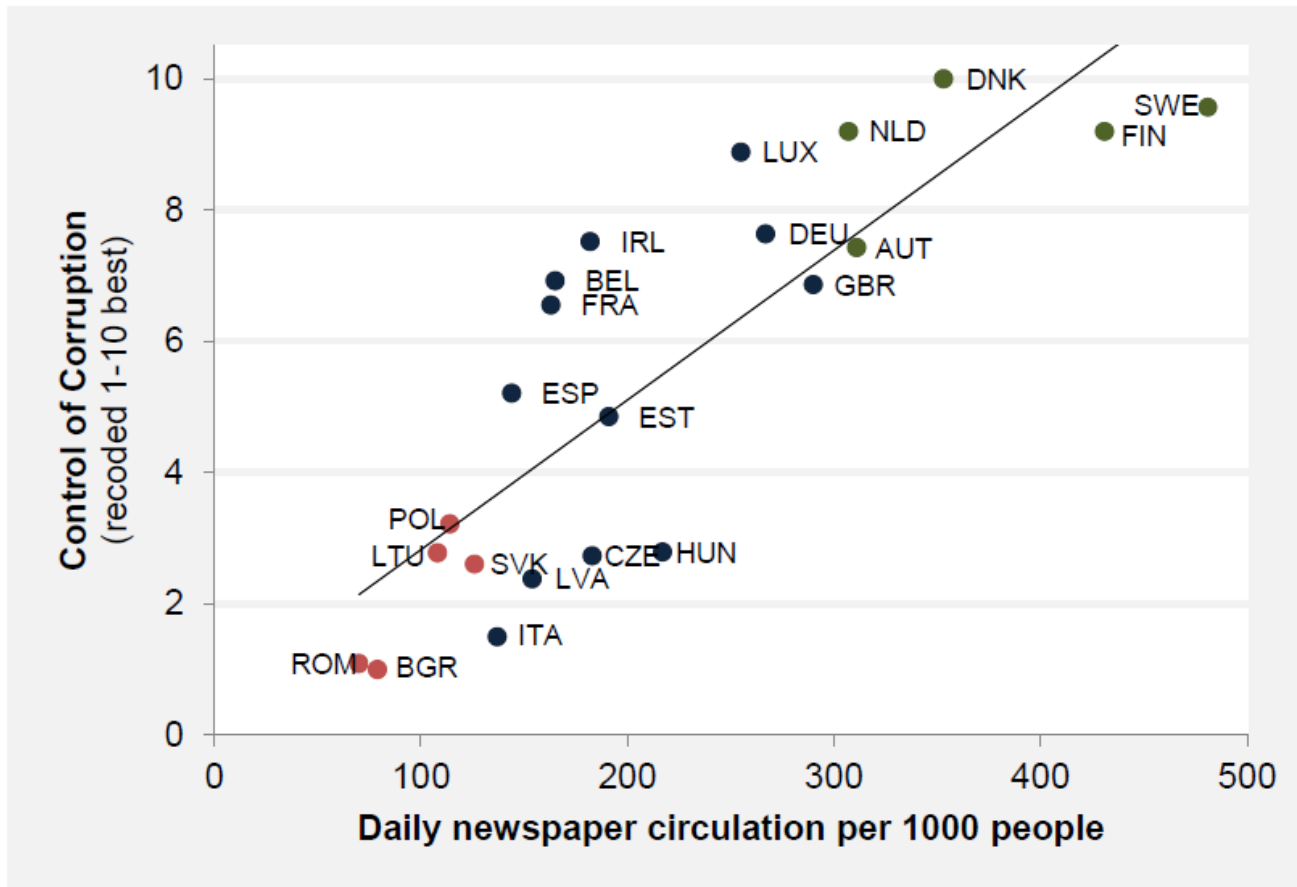


# 1. ROLE OF JOURNALISM IN CORRUPTION

## - HOW EFFECTIVE IS?



### Newspaper readership and control of corruption



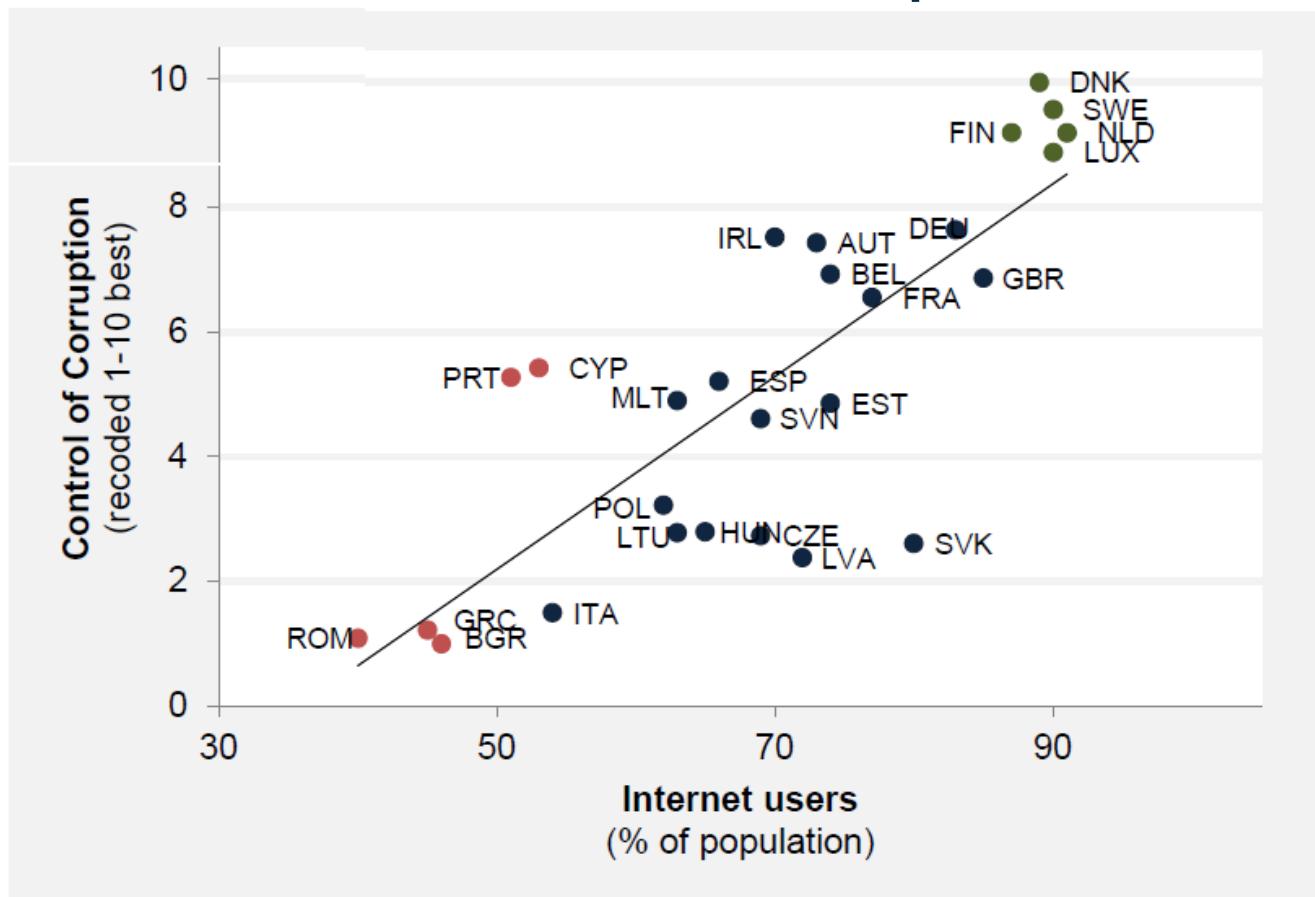
Source: Mungiu-Pippidi, 2013 Data: World Bank

# 1. ROLE OF JOURNALISM IN CORRUPTION

## - HOW EFFECTIVE IS IT?



### Internet users and control of corruption



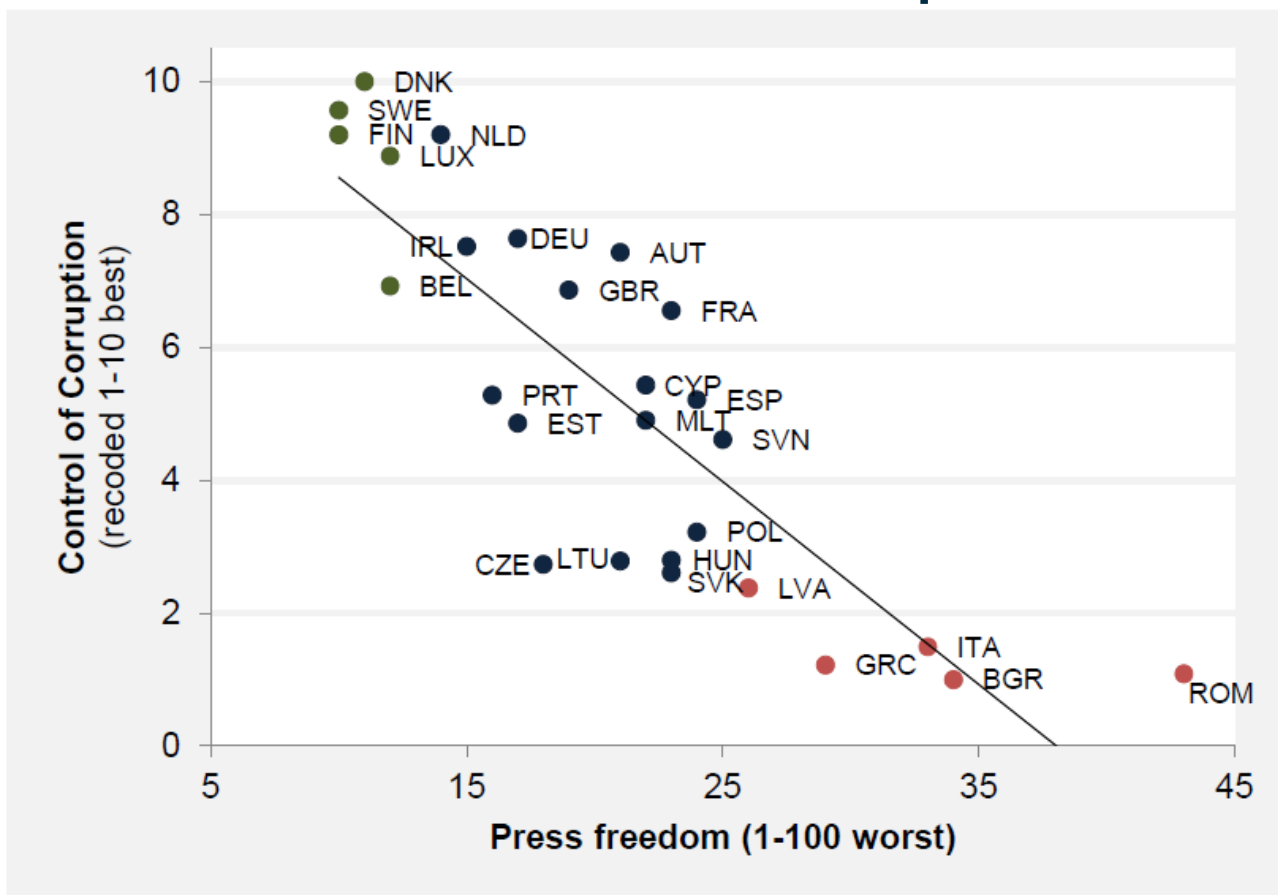
Source: Mungiu-Pippidi, 2013 Data: World Bank

# 1. ROLE OF JOURNALISM IN CORRUPTION

## - HOW EFFECTIVE IS IT?



### Media freedom and control of corruption



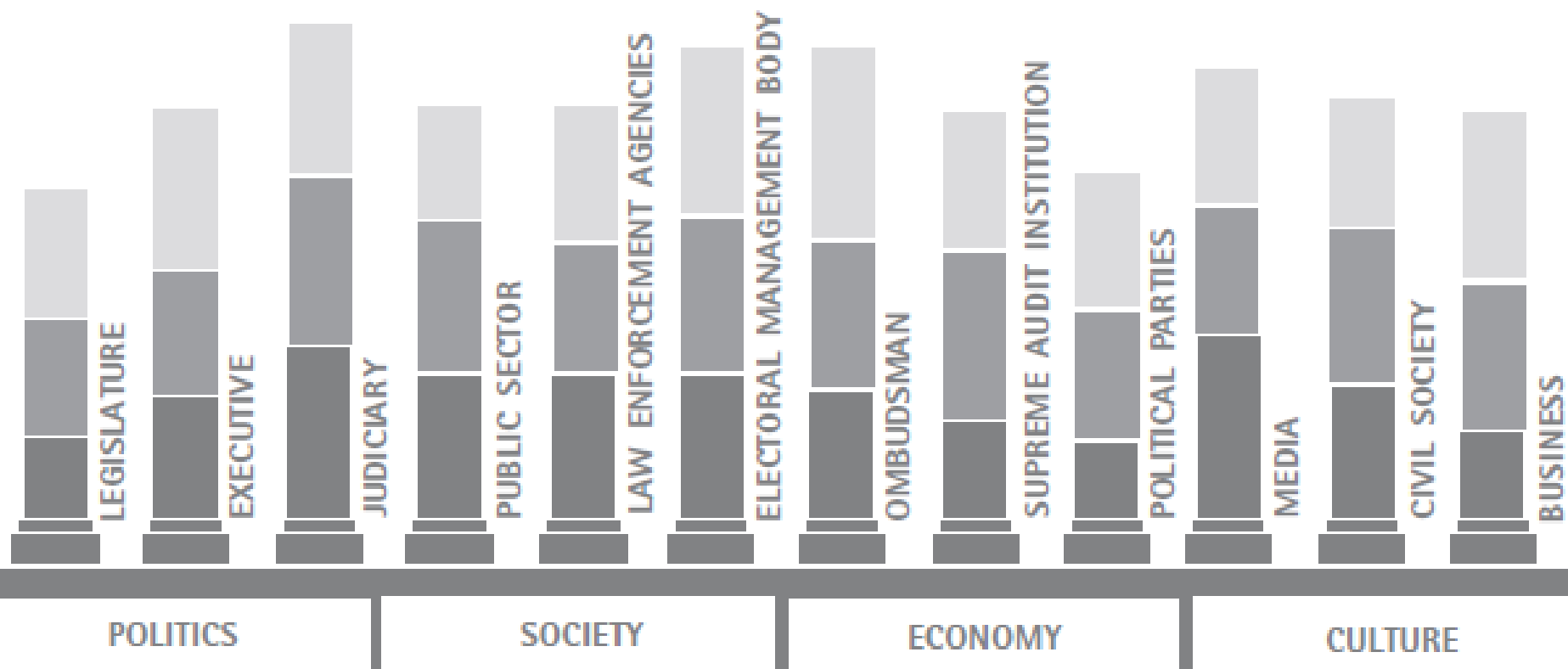
Source: Mungiu-Pippidi, 2013 Data: World Bank and Freedom House

# 1. ROLE OF JOURNALISM IN CORRUPTION

## - HOW EFFECTIVE IS IT? CONCLUSIONS



### NATIONAL INTEGRITY SYSTEM



# 1. ROLE OF JOURNALISM IN CORRUPTION

## - HOW EFFECTIVE IS IT? CONCLUSIONS



*“Media exposure in itself is not sufficient to end corruption”*

*Uslaner, E. M., 2008*

- impact of watchdog journalism blunted by ineffective governments, bureaucratic cultures, courts incapable of punishing wrongdoers, and a disempowered or disinterested public.
- Corruption is resilient because officials become adept at substituting alternate forms of malfeasance or otherwise adapt to reforms so they can continue to benefit from graft
- STILL! High-impact investigations can build street cred where cynicism and apathy rule. Investigative journalists accustom officials to an inquisitive press. Over the long term a culture of official accountability takes root

# 1. ROLE OF JOURNALISM IN CORRUPTION

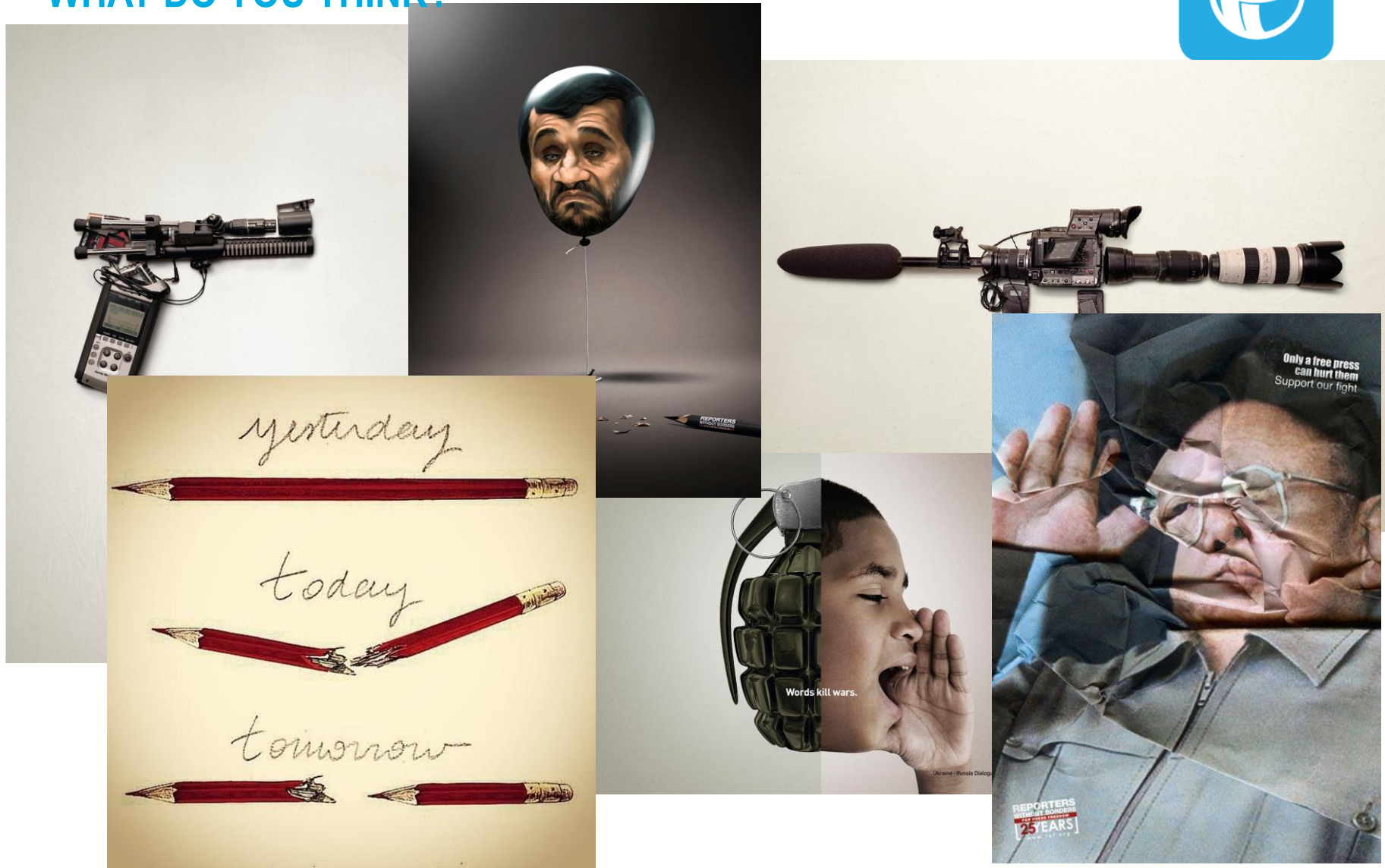
## - HOW EFFECTIVE IS IT? CONCLUSIONS



- “Civil society and the media are crucial to an atmosphere that discourages fraud and corruption” (World Bank, 1997)
- “Significant relationship between more press freedom and less corruption in a large cross-section of countries” (Brunetti & Weder, 2003)
- “Strong association between media freedom and corruption” (Camaj, 2013)

# 1. ROLE OF JOURNALISM IN CORRUPTION

## - WHAT DO YOU THINK?



## 2. CHALLENGES TO JOURNALISM

### - JOURNALISM UNDER ATTACK?



- Physical threats
- Censorship
- Media capture
- Corruption in the media
- New consumer habits - new business models

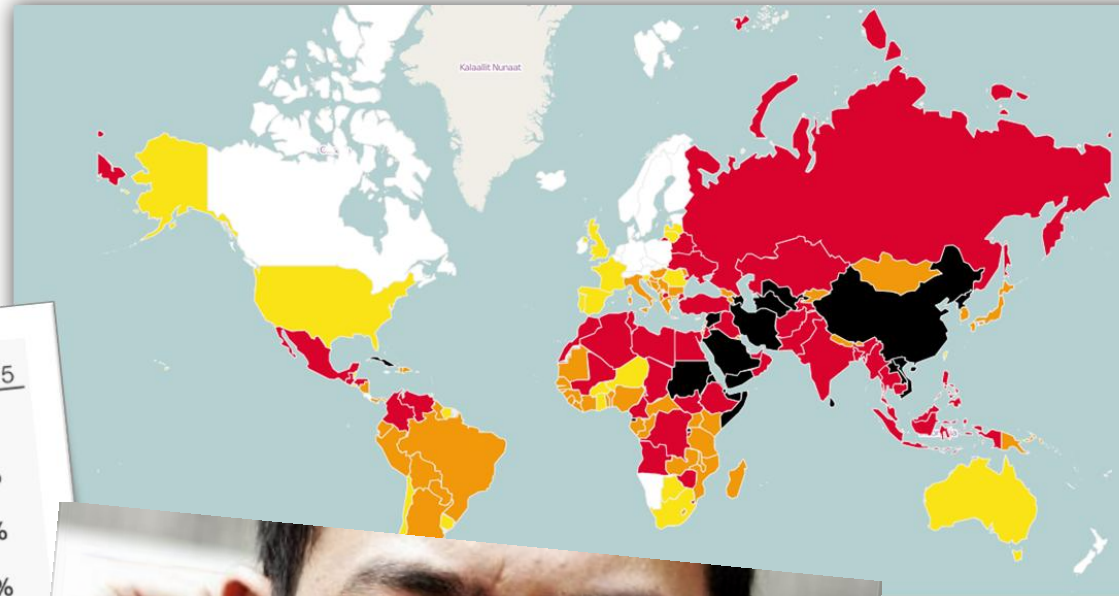


## 2. CHALLENGES TO JOURNALISM

### - PHYSICAL THREATS



**REPORTERS  
WITHOUT BORDERS**  
FOR PRESS FREEDOM



	2013	2014	2015	Diff. 2014/2015
European Union and the Balkans	17,5	17,6	18,6	+5.6%
Americas	30	30,3	30,8	+1.6%
Africa	34,3	35,6	35,9	+0.8%
Asia-Pacific	42,2	42,2	42,6	+0.9%
Eastern Europe & Central Asia	45,3	45,5	46,1	+1.3%
North Africa & Middle East	48,5	48,7	49,2	+1.0%
Global indicator	3395	3456	3719	+7.6%



## 2. CHALLENGES TO JOURNALISM

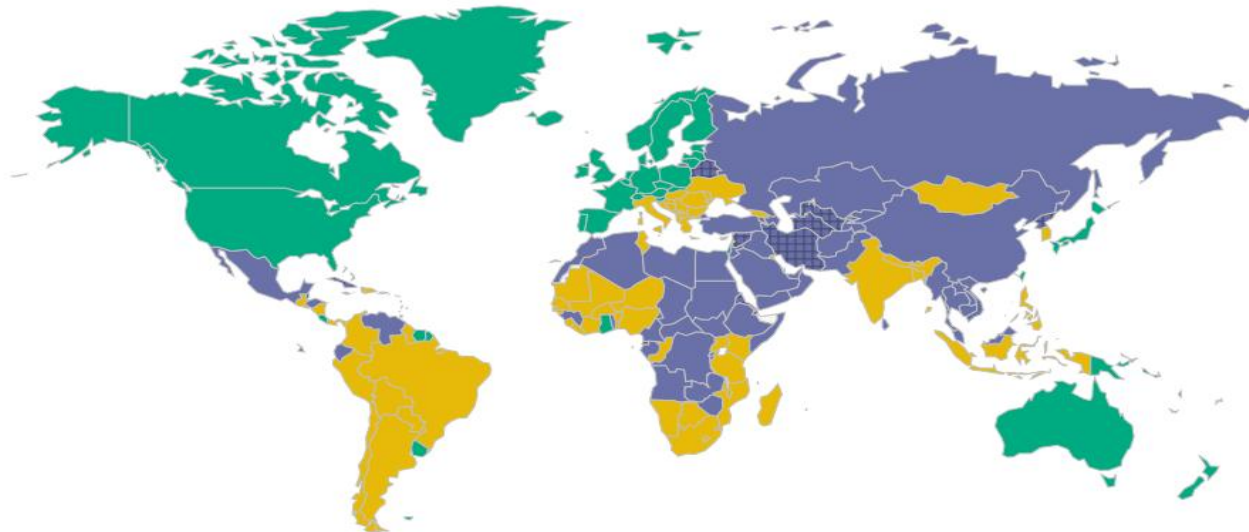
### - CENSORSHIP AND DIMINISHING MEDIA FREEDOM



## Freedom of the Press

f t in g+ 1.2K

2015 FREEDOM OF THE PRESS DATA



Freedom of the Press

Free Partly Free Not Free Worst of the Worst

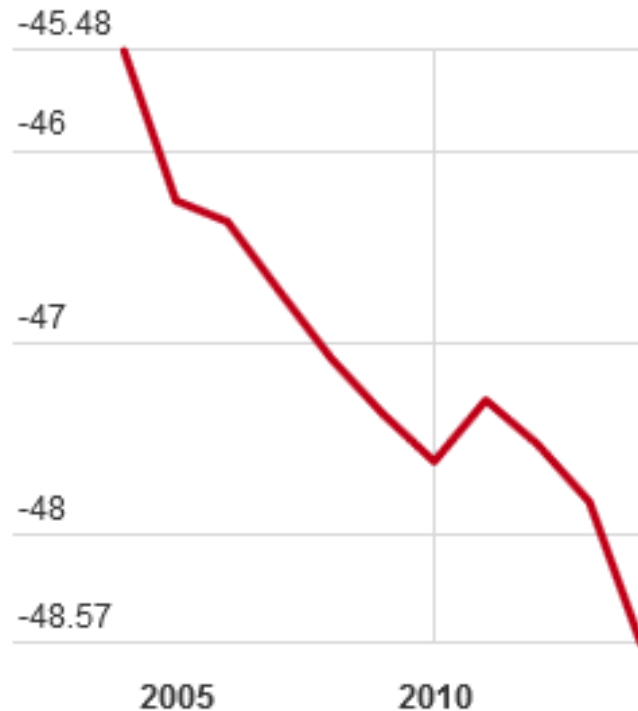
Highcharts.com

## 2. CHALLENGES TO JOURNALISM

### - CENSORSHIP AND DIMINISHING MEDIA FREEDOM

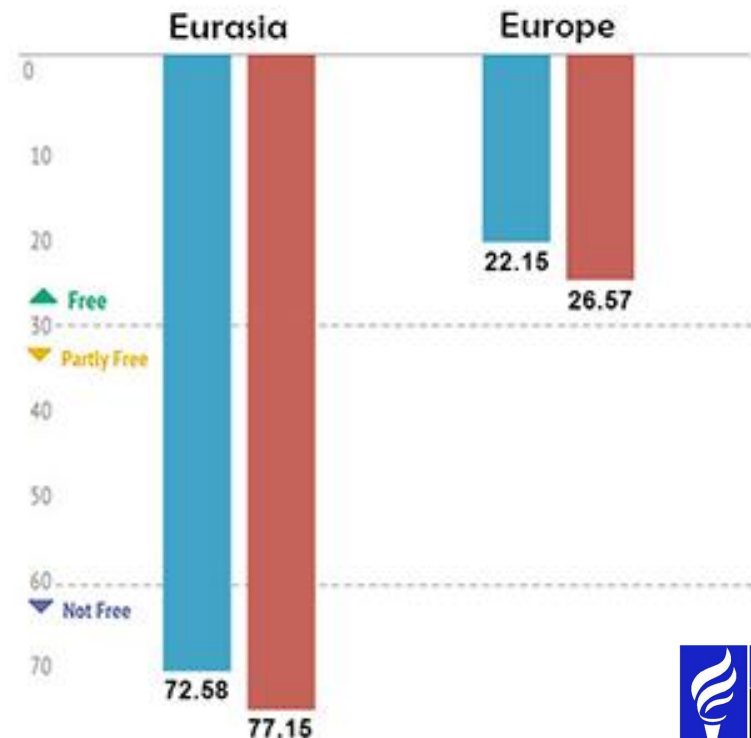


#### The Global Average Press Freedom Score Has Declined Sharply Since 2004



#### Eurasia & Europe: 10-Year Trends

Average Press Freedom Scores **2005** vs. **2014**  
Scores range from 0 (the most free) to 100 (the least free).



## 2. CHALLENGES TO JOURNALISM

### - MEDIA CAPTURE



## 2. CHALLENGES TO JOURNALISM

### - MEDIA CAPTURE: CASE STUDY ON SPAIN



- Financial crisis
- austerity measures
- Decline of establishment
- Rise of new parties



## 2. CHALLENGES TO JOURNALISM

### - MEDIA CAPTURE: CASE STUDY ON SPAIN



**theguardian**  
Winner of the Pulitzer prize 2014

#### Spanish government accused of purging critics from national radio and TV

Journalists who have questioned rightwing party's austerity policy have lost jobs at RTVE



📷 The Spanish prime minister, Mariano Rajoy, whose Partido Popular has been blamed for a series of departures from the state broadcaster. Photograph: Susana Vera/Reuters

**mèdia**

**XAT AMB ELS LECTORS** Què vols saber sobre la declaració de la renda? L'economista Carme Jover

#### El president de RTVE, al Congrés: "Voto el PP i el seguiré votant"

Sánchez considera que la corporació pública "no és viable a llarg termini" amb el model de finançament actual

EFE Madrid ACTUALITZADA EL 10/06/2015 09:59



I'm voting PP and will continue to do so!



José Antonio Sánchez durant la seva compareixença al Congrés / EFE

## 2. CHALLENGES TO JOURNALISM

### - MEDIA CAPTURE: CASE STUDY ON SPAIN



Public Security Law (2015) –  
the ‘Gag Law’



**theguardian**  
Winner of the Pulitzer prize 2014

### Spain's new security law sparks protests across country

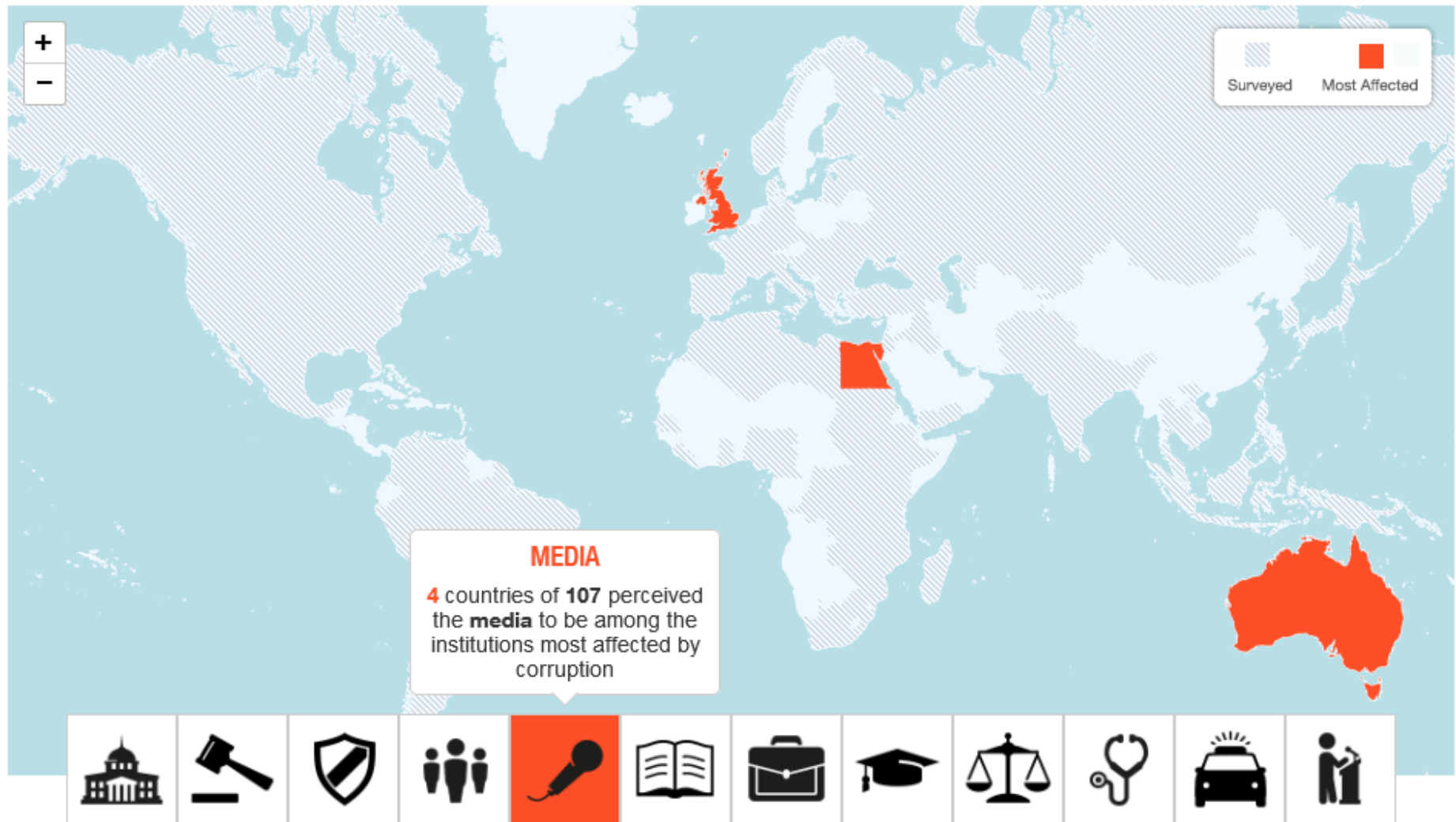
Human rights groups say law is parliament's attempt to 'gag' public and muzzle protests over its handling of country's financial crisis



📷 The largest demonstrations occurred in cities such as Barcelona, Bilbao and Madrid. Photograph: Sergio Perez/Reuters

## 2. CHALLENGES TO JOURNALISM

### - CORRUPTION IN THE MEDIA



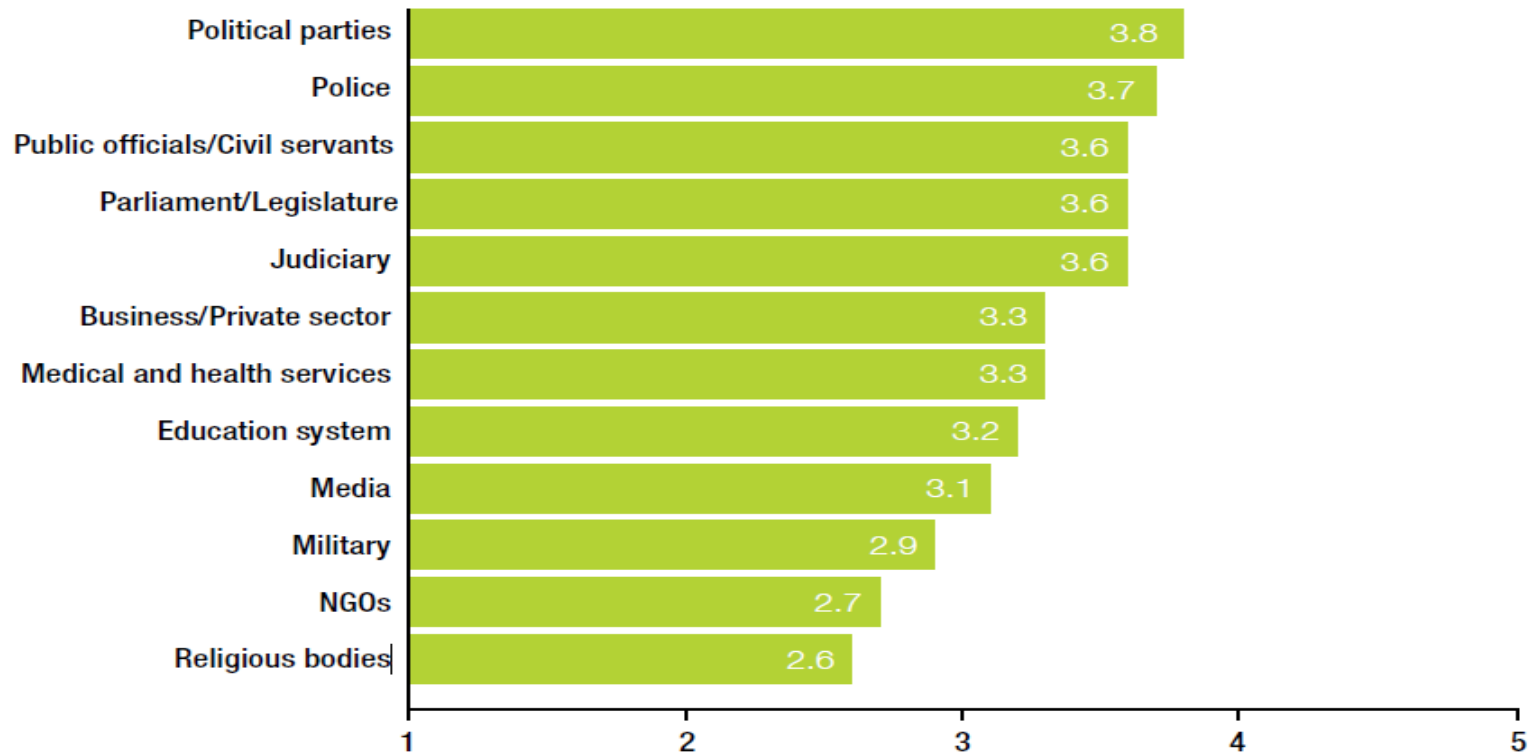
## 2. CHALLENGES TO JOURNALISM

### - CORRUPTION IN THE MEDIA



**Figure 7: Perceptions of the extent of corruption in different institutions**  
Average score from the 107 countries surveyed

On a scale of 1 to 5, where 1 means 'not at all corrupt' and 5 means 'extremely corrupt',  
to what extent do you see the following categories in this country to be affected by corruption?



Source: Transparency International Global Corruption Barometer 2013

## 2. CHALLENGES TO JOURNALISM

- NEW CONSUMER HABITS, NEW BUSINESS MODELS



### 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM



#### THE EVAPORATION OF TRUST: NGOS, BUSINESS, MEDIA ALL DECLINE

TRUST IN THE FOUR INSTITUTIONS OF GOVERNMENT, BUSINESS, MEDIA AND NGOS, 2014 VS. 2015



# 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM

## - SNOWDEN CASE



Sunday Times, 14 June: “British spies betrayed to Russians and Chinese”:

- 1 million of classified documents “stolen” by Edward Snowden being “cracked” by Russian and Chinese secret services.
- As a consequence, MI6 agents had to be pulled out of live operations.
- Snowden has “blood on his hands”
- Citing anonymous senior government sources, senior Home officials and Western intelligence agencies



# 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM

## - SNOWDEN CASE



The story spread quickly...



### British spies 'moved after Snowden files read'

14 June 2015 | UK



UK intelligence agents have been moved because Russia and China have access to classified information which reveals how they operate, a senior government source has told the BBC.

According to the **Sunday Times**, Moscow and Beijing have deciphered documents stolen by whistleblower Edward Snowden.

The government source told the BBC the countries "have information" that led to agents being moved but added there was "no evidence" any had been harmed.

### Top Stories

Greece spells out debt 'rescue' deal

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# 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM

## - SNOWDEN CASE



### CRITICISM:

- Glenn Greenwald: “The Sunday Times’ Snowden Story is Journalism at its Worst — and Filled with Falsehoods”
- No sources → no accountability



### 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM

#### - SNOWDEN CASE



## INTERVIEW WITH THE AUTHOR:

*All we know is that this is effectively the official position of the British government.*



# 3. ACCOUNTABILITY IN JOURNALISM

## - SO WHAT IS IT AFTER ALL?



7 aspects have been identified by Aidan White, the General Secretary of the International Federation of Journalists:



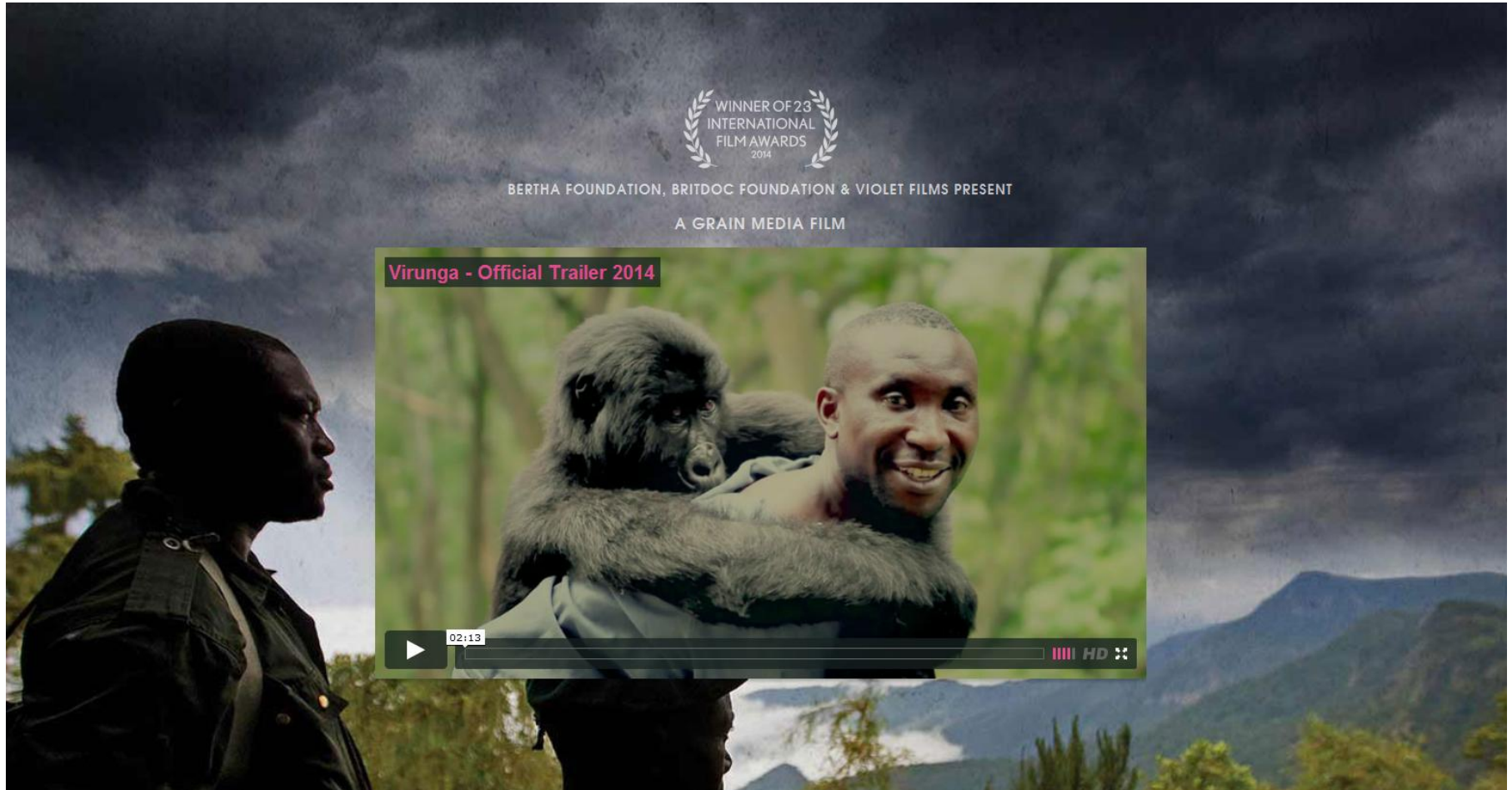
1. To help build trust between journalists and the public to ensure that media can resist political and economic pressure
2. To advocate journalistic independence and media freedom in society
3. To promote the right of the public to be informed
4. To campaign for conditions that will enable journalists to serve their public better
5. To foster better understanding in society at all levels about the role played by independent journalism in democratic life
6. To support journalists in their work and to encourage professional solidarity
7. To mediate complaints from the public in a transparent service, free of charge and to provide remedies for unethical conduct by journalists



<http://www.bbc.co.uk/editorialguidelines/>

- [illegible]

### 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM - AN AWARD-WINNING EXAMPLE



### 3. ETHICS AND ACCOUNTABILITY IN JOURNALISM



# Thank you for your attention!



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