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### Social Media Ethics in Kosovo

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# Social Media Ethics in Kosovo

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**Abstract.** Information is considered the oxygen and barometer of democracy where the fair and correct information is achieved through free media. Freedom of the media is the main pillar for the functioning of a democratic society, and the media is rightly considered as the "fourth power" of a state, after the legislature, executive and judiciary. (Bacaj, 2010) But still, journalistic ethics in our case of shared social media portals and news takes the main focus of the review. Media professionals are solely responsible for drafting the code of ethics. Formal intervention would jeopardize the independence of such a project. (Wilkins, 2009) Journalists have a role to play in conveying information, ideas and opinions, and the right to comment. It is the right and obligation of journalists to try to prevent censorship and distortion of the news (Çausidis 2012). Methodology: quantitative, historical, and descriptive. Survey-based on valid references. (OSCE, 2017), (Progni, 2012), (Zotaj 2014) Samples: 501 citizens from 2/3 of Kosovo municipalities, with two focus groups- sociologists-political scientists and journalists-editors. 53% of respondents had a university degree, and 94% received the news from their smartphones and personal computers. Results and discussion: 16% of respondents perceive online news as effective, 1/3 think that cyber journalism does not have enough time for editing. 77% are disturbed by the news where anyone can be a publisher and 89% believe that politics has an impact on the media. 57% believe in media ethics and 90% of them think that news should have its limit. From the portals and online newspapers, the most read was the Express newspaper with 52.5% followed by Telegrafi 33% and the others, 19-10%.

Conclusions and conclusions: the majority of opinions were that online news is read more because it is easy to access, and free even though very few trusts in efficacy. Focus study groups think the news can be bought or even copied. The data suggest that the government should regulate the status of journalism with criteria, be impartial, and respect the law on the issue of authorship.

**Keywords:** *Social Media, Laws, Codes of Ethics, Professionalism, Credibility, and Access*

## 1 Introduction

Technology and freedom allow the publisher to deliver the news anywhere and anytime by providing information to portals without being well-edited, just to impress rather than easily trusted information, leaving room for doubt. All of these were provided by the opinions of the citizens of Kosovo and two journalists-editorial focus groups. They will give us information on the achievement of the objectives set in this study to confirm or refute the study thesis. Research should provide and identify some difficulties once you have studied and analyzed the results, at least to promote and protect the values of free, independent, and visible media in Kosovo. Democracy is based on, freedom of speech, and freedom of the media. On the other hand, even though every online newspaper is just a drawing for its articles, only a cyber journalist seeks to protect the intellectual property, leadership and credibility of his information. This service of modernity is characterized by, faster delivery and intervention, and you will provide faster media communication across the globe considering the use of a mediation service an essential feature of society and you can use. Somehow, this technological development of the media has brought many innovations and a revolution in our whole society. The social and professional status of the journalist as a topic that requires a multidisciplinary approach to identify ways of information and follow-ups. The concept of journalism has different meanings and in terms of professional identity can not be completely defined in freedom of speech and courage for open decision-making for their opinions and attitudes since the journalist as an employee within a media agency is only an employee of the media industry. Often editorial policies are not long-term and are dominated by the day-to-day interests of the businesses that keep them alive.<sup>1</sup>

Often before you want to have a faster conversation to look at the real situation, you allow the pressures you want from the rulers and you want to take absolute control over. (Bacaj, 2010)<sup>2</sup>

<sup>1</sup>Nezaj,Sami, 2013, Mediat e shkruara, menaxhimi kundër krizës, Tirane, <http://www.doktoratura.unitir.edu.al/ep-content/uploads/2014/02/Doktoratura-Sami-Neza-Fakulteti-i-Histori-Filologjise-Departamenti-i-Gazetarise.pdf> <sup>2</sup>Bacaj Bacaj, Valmir, 2010, Roli i medieve të lira për shoqërinë demokratike, artikull,Telegrafi , botuar më 19.11.2010. <https://telegrafi.com/roli-i-medieve-te-lira-per-shoqerine-demokratike/> last rewied February, 2018

ART-is the official source of information on the state of telecommunications in Kosovo (including Internet penetration), and serves as the main source of information in this sector for companies and various global and regional institutions (including the future ITU ); as a result, more attention has been paid to it. The purpose of this research paper is to identify opportunities to control the news published in the environments where the community operates. For this purpose, I have

put one main hypothesis. The citizens of Kosovo do not have a real opportunity to control the news that is published on their premises.

## 1.1 Portal development and social media journalism

Before everything moved to online newspapers is that the world's first regularly published newspaper was published in the period between years 1605-1609. But Sweden was the first to pass a law in 1766 that protected press freedom. Since then, the roles of the press and media freedom has been considered essential in democratic societies and protected by constitutions or laws guaranteeing freedom of the press. In the U.S., the period between 1890 and 1920 is often referred to as the "Golden Age of print media" when press barons like Joseph Pulitzer build publishing empires.<sup>3</sup>

Today, giants of social networks seek to take the place of the great portals of past years (Google, Yahoo, and MSN) as the only gateway to the web and are more often used as emails to communicate. As privileged places of immediate information and shared with the audience... and that often beats the media when it comes to delivering important information and trends. After years of trying to position themselves as well as possible against Google searches, traditional media tend to aim for rationalization; namely to do everything to exist where people live. Where information is immediately accessible and commented on in real-time. For the media, real-time is emperor.<sup>4</sup>

An important and inevitable feature of the media is their power and influence on the essence and content of the message they have. So, they decide *what* will be debated, *in what way*, and *who* "will have permission" to take an active part in the public debate. It is important to examine and analyze both of these forces if we want to study the role of the media concerning the public debate."<sup>5</sup>

The history of creating internet-based media in Kosovo is relatively new. Creating informative websites with an impact on public opinion has become popular recently although traditional media was present online even before. Poor financial sustainability has made newspapers develop more slowly at a time when audiences fled with in the digital world. Some of the Kosovar dailies have been closed and some others have been completely switched to the online version. A total of 27 print media are members of the Press Council, a body dedicated to ethics and professionalism in journalism; at the time of writing this article. The largest number of members belongs to online media. Dozens of other portals are not members of the council, but the council also handles complaints against non-member print media.<sup>6</sup>

Kosovo counts over 300 portals, which are not controlled by any institution for broadcasting of fake news. Most online newspapers in Kosovo do not follow the media code, the news they present is not verifiable in terms of the source they come from, the fact and data have been replaced by the conjectures and personal opinions of journalists. News obtained from other portals, in most cases, do not indicate the source, misinform public, and manipulate public. Portals in Kosovo are of two types, daily newspapers that have been turned into portals and newspapers that operate only online, ie as portals. Most either led by political party figures, or openly political.<sup>7</sup>

So the necessity for "installation" of ethics in communication sciences today is more than acute. Numerous boards or press associations of Kosovo (in Kosovo, there are more "independent and apolitical" press boards, than in Germany of 90 million inhabitants!?). In their codex, they have formulated "the rules for a pure journalist and "un" respect for privacy and intimate sphere", but due to the impossibility and lack of application of sanctions this press code of ethics is treated and ridiculed, by many institutions, groups, and individuals, as "toothless wolf". From a legal point of view, Dardanian journalists "navigate" between "freedom of the press", and "the right to the holiness of the individuals". However, a satisfactory study or possibly "an elementary school of journalism" would undoubtedly be important for today's "Dardanian journalist"... Since the word "journalist" is completely unprotected... everyone, ("if he likes") can call himself a "journalist", and, of course, be hired as such! (Mekuli, 2013)<sup>8</sup>

Traditional media could not stand as a paradigm to "adjust" online media; on the contrary, it was influenced by the thirst of readers, in conditions when competition and subsidy is a jungle encounter. Lack of media ownership remains problematic, concerning some online media. This Joseph Pulitzer, more than a century ago, said: A cynical, mercenary,

<sup>3</sup>Sacha Wunsch, Vinsent at all (OECD), 2010, The report has benefitted from multiple inputs provided by delegations and external experts as referenced in the 'Background' section, OECD, 11-Jun-2010, It is published on the responsibility of the Secretary-General of the OECD. <http://www.oecd.org/sti/ieconomy/45559596.pdf>

<sup>4</sup>Scherer, Eric, 2011, "A na duhen më gazetarët" përkthimi dhe botimi shqip, Papirus 2012. Tiranë. Fq. 57

<sup>5</sup>Mekuli, Gezim, 2006, "Mediat dhe politika", Mekuli Press, Oslo, fq. 15

<sup>6</sup>Berisha, Arta, 2018, <https://al.ejo-online.eu/profesionalizmi-ne-media/gazetaria-e-medias/ruga-e-veshtire-drejt-transformimit-te-mediave-ne-kosove> botuar mw 24 gusht, 2018

<sup>7</sup>Stafasani, Orjela 29 November 2017 <https://www.eurozine.com/11258-2/>

<sup>8</sup>Mekuli, Gzim, 2013, Etika në media dhe përgjegjësia e publikut, artikull botuar ne portalin telegrafi më 01.11.2013,

<https://telegrafi.com/etika-ne-media-dhe-pergjegjesia-e-publikut/>

demagogic press, over time, will produce a people as weak as itself. Not surprisingly, with the thirst for readers, we are influencing the destruction of this generation so strongly that there will be no judge to punish us in the future.<sup>9</sup> In Mekuli's book, "Media and Politics", he wrote: "Some communication and media science professionals go so far as to call the regulation of the political system of the time Mediocrity. According to them, we have a society led, processed, and set by the mass media and not by the people, as others think. Undoubtedly, the media has power over the recipient, so they have the power and opportunity to influence our thoughts and attitudes. Pressure has put journalists in an unenviable and unstable position in such environments."<sup>10</sup>

Totalitarian journalism has ceased to exist in Kosovo Press due to the change of political circumstances (although sometimes there are attempts by the government to influence journalists). It can be concluded that Kosovar journalism should be sought among some other libertarian and authoritarian theories.<sup>11</sup>

When an issue is to be addressed in the media, the problem arises as to how it will be presented in the text and image. The choice of viewpoint is not random; it means who will be interviewed, or which images will be in the foreground and which in the background and that is not resolved by taking the side of one or the other. Often, the media is not only blamed for using space and time for needless material but also their popularity, which gives a distorted picture of the social debate. On the other hand, all major media have opened web pages about important societal issues.<sup>12</sup>

Ethics should be the strongest point of a journalist, starting from the basic information which is rarely given accurately about a certain event, to the violation of rights of people by the journalists themselves. This is about flagrant abuses of the print and other electronic media, about reliable data on people, about photos of various events published without any criteria, up to the appearance on television of people suspected by police authorities as responsible for crimes. The Code of Ethics represents a set of ethical norms and rules regarding the most important ethical issues encountered during the practice of journalism, the ethical and unethical that has faded because the treatment and reporting of each issue is an ethical problem, so fortunately bad ethics and unethical has become one. The media is guided by the principle of publishing the latest news as quickly as they can, but without look upon to ethics when reporting. Non implementation of the code of ethics is due to the lack of self-regulatory mechanisms in the media, the evolution of technology, professionalism of journalists, etc. (Spahiu, 2016)<sup>13</sup>

Freedom of speech and expression-including "the freedom to receive and impart information and ideas to any medium and regardless of borders" (Article 19 of the 1948 Universal Declaration of Human Rights) is one of the fundamental political and civic rights, which fully complies with all human rights instruments. It has its roots in the struggle for individual freedoms of the 18th and 19th centuries when it was included in US and European constitutions.<sup>14</sup>

Concerning any incidents reported against journalists and by journalists, the Kosovo Police completes the investigation and passes the cases to the prosecution. Journalists are likely to be vulnerable victims for a variety of reasons, including the subject of threats, as this may be their employer or an individual or public official about whom they want to report. One of the historic cases that have remained unresolved and a major challenge for the justice system is its failure to properly investigate, identify and prosecute the perpetrators of the murders of three post-war journalists. A particularly troubling element of this case is that the killings of journalists are considered politically motivated.<sup>15</sup>

Everything in journalism starts and ends with the news, the fresh information that contains the answers to the six elementary questions (Who, when, where, what, why, and how) about certain events. (Kipling 1865-1936. (Hicks 2016) Allan Bell says that the news contains the stories and images of our day. (Bell 1991)<sup>16</sup>

Do we need journalists anymore? Scherer writes in his book: "The new added value of professional journalists will also be the rapid delivery of context, essential to cope with the excess of information in an increasingly complex world where the simple transmission of " facts" is no longer enough. Journalists working for online media are less pessimistic than their peers in more traditional media platforms. The media is a great power that can have a positive impact on society, as well as a negative one when journalism is biased and not the journalist who reports only the truth."<sup>17</sup>

<sup>9</sup> Kikia, Mentor, 2018, Gazetaria e ,, Like,, që po dëmton gazetarinë dhe shoqërinë, botuar më 10 MAJ , 2018 NË EJO, <https://al.ejo.online.eu/mediat-e-reja/gazetaria-e-like-eve-qe-po-demton-gazetarine-dhe-shoqerine>

<sup>10</sup> Logu, Klajdi 03.06.2018, Ndikimi i medias në manipulimin e qendrimeve politike te opinionit publik, <https://al.ejo.online.eu/media-dhe-politika/ndikimi-i-medias-ne-manipulimin-e-qendrimeve-politike-te-opinionit-publik> <sup>11</sup>Rugova, Bardh.2009. Gjuha e gazetave. Botues KOHA, Prishtinë, fq 21

<sup>12</sup>Kval-Mellbye-Tranøy.2006. Politika dhe Demokracia. Botimi 2, Rozafa,Prishtinë .fq.107,109,110

<sup>13</sup>Spahiu, Alma, 2016, etika në media, artikull ne Media, botuar më 03.05.2016, <https://123456procom.wordpress.com/2016/05/03/etika-ne-media/>

<sup>14</sup>Neni 19,deklarata universale e të drejtave të njeriut (DUDN), neni 19 konventa ndërkombëtare mbi të drejtat civile dhe politike (KNDKP); Neni 10 konventa evropiane mbi të drejtat e njeriut, Neni 4 Deklarata amerikane e të drejtave dhe detyrimeve të njeriut (daddn), Neni 9 karta afrikane mbi të drejtat e njeriut dhe të drejtat e njerëzve (KADNDN).

<sup>15</sup>Çollaku, Petrit Dhjetor 2016, Treguesit e nivelit të lirisë së mediave dhe sigurisë së gazetarëve [KOSOVA] Përmbledhja e të gjeturave, <http://safejournalists.net/wp-content/uploads/2016/12/Permbledhja-e-te-gjeturave.pdf>

<sup>16</sup>Balle, Francis. (2011). "Mediat & Shoqëritë".Papirus. Tiranë fq.45

<sup>17</sup>Scherer, Eric, 2011, " A na duhen më gazetarët" përkthimi dhe botimi shqip, Papirus 2012. Tiranë. Fq. 30

## 1.2. Laws versus the chaos of information on social media news.

But, it is also unacceptable to have portals without any address, without Impressum, which means without any identified person to take responsibility for the published information. In Kosovo, freedom of speech is a constitutional right, defined following the general principles of the United Nations (UN) and the European Convention for the Protection of Human Rights; it is not an absolute right, which means that human rights cannot be exercised in a way that threatens the rights of another. Regulatory authorities are biased and lack the human and financial capacity to exercise their monitoring authority to control and distract digital media from damaging the reputation of individuals.<sup>18</sup>

A nationwide approved code can serve as the primary source for some types of code. A code can define what is a privacy and private place based, where people can complain about press interference in their private lives. What about the role of

the government in drafting and adopting the code? They are not active participants. Media professionals are responsible for drafting the code of ethics. Government would jeopardize the freedom of such a code.<sup>19</sup> However, the Code of Ethics in Kosovo-Preamble for the print media exists. This code, derived from existing international standards of journalism practice, aims to serve as the basis for a self-regulatory system that would be considered professionally and morally binding on journalists, reporters, editors, owners, and publishers of newspapers, portals, and news agencies, where journalists and editors will respect the following ethical principles and protect the professional integrity of journalism. Editors and publishers will ensure that all relevant staff is informed of this Code and ensure compliance with all provisions of this Code.<sup>20</sup>

In the constitution of Kosovo in Article 40 [Freedom of Expression], it is written that Freedom of expression is guaranteed. Freedom of expression includes the right to express, to distribute, and to receive information, opinions, and other messages without being hindered by anyone. Freedom of expression may be restricted by law in cases where it is necessary to prevent incitement to violence and hostility on the grounds of racial, national, ethnic, or religious hatred.<sup>21</sup>

The Supreme Court is the highest, responsible for deciding in the third instance on appeals allowed by law, for adjudicating claims and revisions against final court orders, for determining the principles and remedies that require a single application, and for cases under the scope of the Kosovo Property Agency(KPA) and the Kosovo Trust Agency.<sup>22</sup> Regulators and self-regulatory mechanisms in Kosovo, as a constitutional category, have been established and operate as an Independent Media Commission (IMC). IMC is an independent body that regulates the spectrum of Transmission. The task of the media is like that of a witness in court, who swears that it means "the truth and only the truth." But in this case, it is not the media that reports, it is not the journalist who writes. It is the reporting institution and the Public Relations employee who does the journalism! The media in this case turns into a video library that "inserts the tape". The media industry has a very comprehensive nature, so we can never claim that it fulfills only the function of conveying information. On 25.01.2017, a law was adopted for the Independent Media Council (IMC), as a regulation for media service providers, whether audio or audiovisual. The purpose of this regulation defines the rights and obligations for media service providers, regardless of the mode of transmission in the Republic of Kosovo, to guarantee the protection of media pluralism and the public interest.<sup>23</sup>

No one can escape critical monitoring and control, especially the persons and public institutions that are financed by the taxes of the people and especially those who abuse, steal and rob public money and betray the national interests. No media can claim to be free, independent and a guardian of democracy unless it was the opposition to power and critical of it and the evils of reality that come because of it. Posting indiscriminate material (usually missing dates and places where the events took place), whether written or multimedia, is not only creating a tasteless and meaningless public but is raising the dividing wall that is greatly helping the normal circulation of influences, values, and reciprocal patterns.<sup>24</sup> The simplicity of setting up an online media, and the ease of transmitting it over the Internet, has undermined the dominance of capital over the media. In the conditions when everyone, without spending any money, can create a profile on Facebook and consequently produce and transmit information in real-time with a very large group of people, the dominance of money over information has finally decreased. On the one hand, no one has enough money to buy all the people who possess a Facebook profile.<sup>25</sup>

<sup>18</sup>Projekt i financuar nga BE dhe i menaxhuar nga zyra e Bashkimit Evropian në Kosovë, 2017,

<http://www.digitalrightskosovo.com/file/2017/06/Mediat-digjitale-n%C3%AB-Kosov%C3%AB-N%C3%AB-kontroll-t%C3%AB-baraspesh%C3%ABs-mes-liris%C3%AB-s%C3%AB-shprehjes-dhe-reputacionit.pdf>

<sup>19</sup>Wilkins, Lee, Christians, Clifford G.(2009). "The Handbook of Mass Media Ethics". Routledge, New York 270 <sup>20</sup>Këshilli i mediave të shkruara të Kosovës, 2015. Kodi i Mediave të Shkruara të Kosovës, [http://www.presscouncil-ks.org/wp-content/uploads/2015/04/Press-Code-for-Kosovo\\_alb.pdf](http://www.presscouncil-ks.org/wp-content/uploads/2015/04/Press-Code-for-Kosovo_alb.pdf)

<sup>21</sup> Kushtetuta e Republikës së Kosovës, 2008, <http://www.kryeministri-ks.net/repository/docs/Kushtetuta.e.Republikes.se.Kosoves.pdf>

<sup>22</sup>KDI-FOL, 2017, Skanimi i integritetit në Sektorin e Drejtësisë,<http://kdi-kosova.org/wp-content/uploads/2018/01/156-skanimi-i-integritetit-ne-sektorin-e-drejtjesise-final-14122017.pdf>

<sup>23</sup>Albest.al, journal, artikulli, Forca e medias online, <http://albest.al/opinione/752-opinion/4861-forca-e-medias-online.html> <sup>24</sup>Kapiti, Skënder S, 2016, SOT News, *Media e pavarur dhe kritike është roja e Demokracisë*, **Postuar:**12/06/2016- 07:20, NGA., <https://sot.com.al/opinion-editorial/media-e-pavarur-dhe-kritike-%C3%ABsht%C3%AB-roja-e-demokracis%C3%AB> <sup>25</sup>Albest.al, journal, artikulli, *Forca e medias online*, <http://albest.al/opinione/752-opinion/4861-forca-e-medias-online.html>

Edited images or photos can be accepted as illustrations only if it is clear that we are dealing with a collage. Anonymous text and one signed with a pseudonym are considered editorial texts. Journalists should carefully follow the rules of the Albanian language and avoid the use of foreign words when possible. Old-fashioned journalism feels threatened by this sudden market opening and sometimes tries to equate online news with second-hand, somewhat unbelievable, or Albanian fake news. According to Mekuli in his book where he writes: "Many relevant forces, both political and economic, seek support from the media to strengthen and secure their positions. They often make secret agreements not to "attack" the media. If these media sometimes do not support and faithfully support the ideas and plans of these parties, economic and political forces, the "Treaty of No Media Attack" will be invalid. Sanctions would follow from the ruling politics. This can be in the form of letters, phone calls, fines, and even threats or closure. By focusing only on politics, the media somehow loses its autonomy, because it turns into the manipulation of individuals, thus becomes an instrument of politics.(Murati, 2017)<sup>26</sup>.

Media Independence and Self-Regulation is a commitment of quality-conscious media professionals to maintain a dialogue with the public. The complaint mechanism is created to address rationally and really justified concerns. This



dialogue would of course include only those media channels whose journalists, editors, and owners seek to produce a responsible press. Self-regulation can be created at both business and individual levels. Outside the field of media, political institutions and public figures are usually the sources of complaints, as reporting and commenting on their activities is important to work for serious media. (Harastzi, 2008)<sup>27</sup>

## 2. Debate on ethics, freedom of speech and reforms in online journalism

The ease with which "information" circulates today seems to make journalist's job easier. Journalism, more than a profession as a complex technique to learn, is a craft that must be practiced with responsibility. As other powers, it is not shown in the damage it cause, but in self-control, and the code of ethics can help a lot to do great journalism!<sup>28</sup> Media ethics encompasses issues and moral principles of human values. One of the most controversial issues in the field of journalism is journalistic ethics. Media ethics is not just a concept that belongs to the modern world. The need for a code of ethics has been one of the earliest concerns of journalism in the world and Albania. The first initiative to design a genuine code of ethics in the world belongs to the last century. Ethics should be the strongest point of a journalist, but it is the component that leaves much to be desired, starting from the basic information which is seldom given accurately about a certain event that has occurred, to the violation of rights by the journalists themselves. In the book by Philip Patterson & Lee Wilkins, translated by Valbona Nathanaili is a beautiful saying where is written, "Since the time of Confucius we have learned that "lighting a candle is better than shedding darkness", or according to the version of Mother Teresa, "the world is fed if all people are fed".<sup>29</sup>

The Code of Ethics represents a set of ethical norms and rules related to the most important ethical issues encountered during the practice of journalism. We simply mention a different code in the respective journalism profiles for example the Code of Investigative Journalism, the Code of Conduct for the Media, the Code of Ethics for the Media, and the Trafficking in Human Beings. The development of media, technological transformations that have created a more prominent public opinion in the selection and variety of information sources, and on the other hand this transformation has become a factor for creating a wide range of ethical dilemmas. The line between ethical and unethical has blurred because the treatment and reporting of each issue is in itself an ethical problem, so unfortunately ethics and non-ethics have become one. In Foniq's book, he writes: "According to the codes of ethics of journalism and adopted by the According to Foniqi, the news should always be recent, true, interesting, and important. And to write a piece of news the journalist uses at least three sources: (1) various documents, (2) interviews and (3) personal observations and how would such an audience with ethically conscious responsibility be imagined and what would it look like? Commenting on this, Clifford Christians, a professor of communication sciences, writes: "Just as human survival depends on the protection and care of nature, so much the 'ecology of culture' (which includes the media), care and its protection ". Christians openly blame and judges public opinion for collective responsibility. Collective responsibility means the moral obligation that the public has to social processes, and to the media in particular, in order to promote the most objective and professional information of society through such an objective and conscious follow-up.(Mekulit, 2013)

Among the world codes is the Code of Ethics in Kosovar journalism, dated 18 February 2014 and which entered into force in 2015, drafted upon existing international standards of journalistic practice. This is intended as the foundation of the self-regulatory system that will be considered morally and professionally binding on reporters, editors, and owners as well as publishers of various newspapers and periodicals. Editors and publishers should ensure that all relevant staff

<sup>26</sup>Murati, Erl, 2017, *Sfidat e etikës në median online* European Journalism Observatory(EJO)

<https://al.ejo-online.eu/etika-dhe-cilesia/sfidat-e-etikes-ne-median-online> 15.12.2017, (ne profilin e Facebook të Erl Muratit

<sup>27</sup>Harasztzi, Miklós, 2008, *Përfaqësuesi i OSBE-së për Lirinë e Medias*, Redaktuar nga Adeline Hulin dhe Jon Smith, Zyra e Përfaqësuesit për Lirinë e Medias, Vienë, Udhëzues për vetëregullimin e mediave/pdf

<sup>28</sup>Dervishi Lutfi, 2014, *Kodi i etikës si praktikë për gazetari të mirë*, botuar ne EJO(European Journalism Observatory) 2014, 02.07, <https://al.ejo-online.eu/etika-dhe-cilesia/kodi-etikes-si-praktike-per-gazetari-te-mire>

<sup>29</sup> Patterson, Philip & Wilkins, Lee 2017, *Etika në media – çështje dhe raste* December 9, 2017/0 Comments/in Tirana Review of Books /by [Valbona Nathanaili](https://www.valbonanathanaili.com/6669-2/), <https://www.valbonanathanaili.com/6669-2/>

is informed of this code. They must ensure that the provisions of this Code are fully complied with in accordance with its general provisions. Self-regulation protects both freedoms of speech and expression, and citizens from the abuse of this freedom, and these two often conflict with each other. It is important to give a clear definition of what is considered as public interest. What should be the role of society in formulating the code? Code drafters should seek legal advice, refer to previous codes, and browse local and international literature. They should take into account the views of the public and informed opinions. Non-governmental organizations, especially those that represent interests that are likely to pose ethical issues when affected by the media, will have their views deserved to be respected and taken into account.<sup>30</sup>

### 2.1 Kosovo media and freedom of speech

Excerpts from the report prepared by the OSCE-June 2014 for the Media in Kosovo (Report prepared with many valid references) where the report base its definition of media freedom on Article 19 of the Universal Declaration of Human Rights (UN) which defines that freedom of thought and expression includes "freedom of thought without interference, as well as the freedom to search for, receive and impart information and ideas, regardless of boundaries". This definition also applies to media freedom, an article used in this report also for freedom of press. In this report, we have added to the

freedom of the press the definition of protection from general institutions and other actors that do not belong to the media. As such, media independence includes the absence of direct/indirect pressure from the authorities or any other actor through financial control, intimidation, violence, and other coercive methods against the media.<sup>31</sup>

Despite the progress made over the years, overall challenges remain within the framework of freedom of speech and information, the legislative and regulatory framework, as well as independence, security, and transparency. On the one hand, Kosovo provides an adequate legal framework to ensure freedom of speech, information, and media. There is also the freedom to work as a journalist; there is no discrimination that prohibits foreign journalists from doing their job, while the media are free to distribute content in their language (s) of choice. However, within each section of this report, a mass of issues remain and need to be addressed. (KMSH&Çohu, 2016)<sup>32</sup>

Defamation is not treated within the criminal code of Kosovo. Most other European countries treat defamation as a criminal offense. In some European countries and countries aspiring to European integration, defamation is punishable by a fine, which in some cases is higher if done through the media. In some other countries, is provided imprisonment for defamation or insult. Kosovo is not included in the ranking of 180 countries in the world in terms of press freedom in the report of Reporters Without Borders, which emphasizes that all the worst symptoms of the Balkans are found in Kosovo. Journalists criticizing the Kosovo authorities are often accused of betraying or sympathizing with Serbia. (Telegrafi, 2016)<sup>33</sup>

## 2.2 Fake news and the language of hatred.

The public broadcaster cannot be expected to function in the same way as private channels or compete with them for audience levels. It has another function, mainly that of information of local realities. This is potentially a facilitator but should be left free to politicians to develop their ethics of public service, investigation, and accountability.<sup>34</sup> In an article taken from the Journal "EJO", it is written that "In monitoring editorial office and published article 'my story' by the pro-LGBT organization they revealed that the language of hatred and discrimination continues to be present in the Albanian media. Out of 7730 policy, chronicle, and social articles, the monitoring authors identified 974 articles containing hateful and discriminatory language. These data are presented with a figure which reflects where hate speech is most pronounced. (See fig 1. below.)<sup>35</sup>

<sup>30</sup>Haraszti, Miklós, 2008, Përfaqësuesi i OSBE-së për Lirinë e Medias, Redaktuar nga Adeline Hulin dhe Jon Smith, Zyra e Përfaqësuesit për Lirinë e Medias, Vienë, Udhëzues për vetërregullimin e mediave/pdf

<sup>31</sup>OSCE, 2014, Liria e mediave dhe siguria e gazetarëve në Kosovë-Raport, botuar në Qershor 2014.pdf <sup>32</sup> KMSH&Çohu, Liria e shprehjes, medias dhe informimit në Kosovë, Kosovo 2.0, <http://cohu.org/sq/zyre-qeverisje-qeverisja-e-mire-hulumtime/Liria-e-shprehjes-medias-dhe-informimit-ne-Kosove-188> Më 4 Maj 2016

<sup>33</sup>Telegrafi, 2016, Liria e shtypit: Simptomat më të këqija të Ballkanit gjenden në Kosovë 20.04.2016 • 10:56  
<https://telegrafi.com/liria-e-shtypit-simptomat-te-keqija-te-ballkanit-gjenden-ne-kosove/>

<sup>34</sup>Ginsborg, Paul.2005. *The politics of Everyday life; Making choices, Changing Lives*: Yale U Press, New Heaven, London.pg 190 <sup>35</sup>Dervishi, Ivana, 2018, Mediat dhe komunitetet e marginalizuara, Journal EJO, botuar në shkurt 2018, <https://al.ejoonline.eu/etika-dhe-cilesia/media-dhe-komunitetet-e-margjinalizuara>



Figura 1 - burimi: Mediat dhe komunitetet e marginalizuara, Journal EJO, botuar në shkurt 2018, <https://al.ejo-online.eu/etika-dhe-cilesia/media-dhe-komunitetet-e-margjinalizuara>

When reporting and especially during comments or controversies, journalists are obliged to respect the ethics of public expression and the culture of dialogue. The media should not make public any photo, image, or audio or video arrangement that distorts the ideas or facts of the information source, except in the case of cartoons, or comics.<sup>36</sup> Edited images or photos can only be accepted as illustrations if it is clear that we are dealing with a collage. The anonymous text and the one signed with a pseudonym are considered editorial texts. Journalists should carefully follow the rules of the Albanian language and avoid the use of foreign words when possible.<sup>37</sup>

"Fake news" was not a term many people used two years ago, but is now seen as one of the biggest threats to democracy, open debate, and the western dominance. However, no one can agree on what it is, the extent of the problem, and what needs to be done. "The origins of fake news, governments, and powerful individuals have used the information as a weapon for millennia, to increase their support and to avoid dissent."<sup>38</sup>

False news, or 'fake' news, are present in almost every portal operating in Kosovo, and come in several forms, title manipulation, content manipulation, or partially false news, with the intent of only, attracting the reader's attention to click the news. The primary purpose of this news is to click and satisfy the appetites of political parties. Below we will give some illustrative types of fake news circulating in the online media of Kosovo. According to Orjela Stafani, there are 5 types of fake news circulating in the online media: *The first type* of news is the one that in the headline warns information, while the content does not match the headline. *The second type* of news is the one that is built based on the question in the headline and is generally addressed to a naive audience, as the target of these portals is the middle class of the population. *The third type* of news is one that manipulates the average reader and the elite reader. This title immediately arouses the curiosity of readers, as found in a situation where the media are in crisis, everyone is looking for an answer to this chaos caused. *The fourth type* of news is the one that presents untrue information from the headline and the source of the content is completely unverifiable. *The fifth type* of news is the one that, using the inverted pyramid, gives us the information from the headline.<sup>39</sup> Believing in 'fake news' they promote stress and can be bad for your heart, a new study suggests.<sup>40</sup>

### 2.3 Political and business defamation-ethical duties of the journalist.

False news can draw inaccurate conclusions about the real state of the world, for example, making it harder for voters to figure out which candidate they prefer by pointing out some non-existent problems. 'Fake News' is fabricated

<sup>36</sup>Instituti Shqiptar i Medias, 2006, Kodi Etik i Medias Shqiptare, u përgatit nga Instituti Shqiptar i Medias, Financuar nga OSCE, <https://www.osce.org/sq/albania/21235?download=true>

<sup>37</sup>Gumelius, Susan, 2013, The History and Evolution of the Internet, Media, and News in 5 Infographics, blog post-Oct.24.2013, research&statistics <https://aci.info/2013/10/24/the-history-and-evolution-of-the-internet-media-and-news-in-5-infographics/>

<sup>38</sup>Carson, James, 2018, Fake news: *What exactly is it—and how can you spot it?* The telegraph, 17 August 2018 <https://www.telegraph.co.uk/technology/0/fake-news-exactly-has-really-had-influence/>

<sup>39</sup> Stafasani, Orjela 29 November 2017 <https://www.eurozine.com/11258-2/>

<sup>40</sup> Manchester Metropolitan University-News and Events, 2018, Fake news is 'bad for your heart and health, News Wednesday, 20th June 2018, <https://www2.mmu.ac.uk/news-and-events/news/story/7949/>

information and published with the intent to deceive and mislead others into believing lies or questioning the facts, according to the Ethical Journalism Network, London. The media are first and foremost businesses; as such they pursue the agendas and interests of certain groups. It is a matter of state law and each state has its own statutes. Defamation laws



are meant to protect people from false, damaging statements made against them, and defamation nowadays can result in millions of dollars in damages.<sup>41</sup>

Threatening a witness is not just about threatening the person. In Kosovo, just one publication about the moral principles of his testimony is a threat, that he refuses to testify out of fear for his life.. (Borchard et Kuci, 2013)<sup>42</sup> According to all the data, it seems that social networks are not just an auxiliary infrastructure to convey the news, but rather it looks like an environment where users are accommodated and much easier to "share" there, without even the slightest attempt to project the news into any alternative online space.

*If the philosopher Descartes once said I think therefore I am, today this saying can be adapt as I have  
facebook therefore I am.*<sup>43</sup>

Many factors contribute to this high level of use of the internet, where some of them are related to the young average age of Kosovars (27.4), then many families have relatives living abroad (diaspora), general culture, the political orientation of the country (western values), geographical position of Kosovo, etc. There is a proven correlation between schooling, income, and internet penetration, but this does not apply to Kosovo due to the reasons discussed in the same study.<sup>44</sup> (See the data below in figure no. 2.)

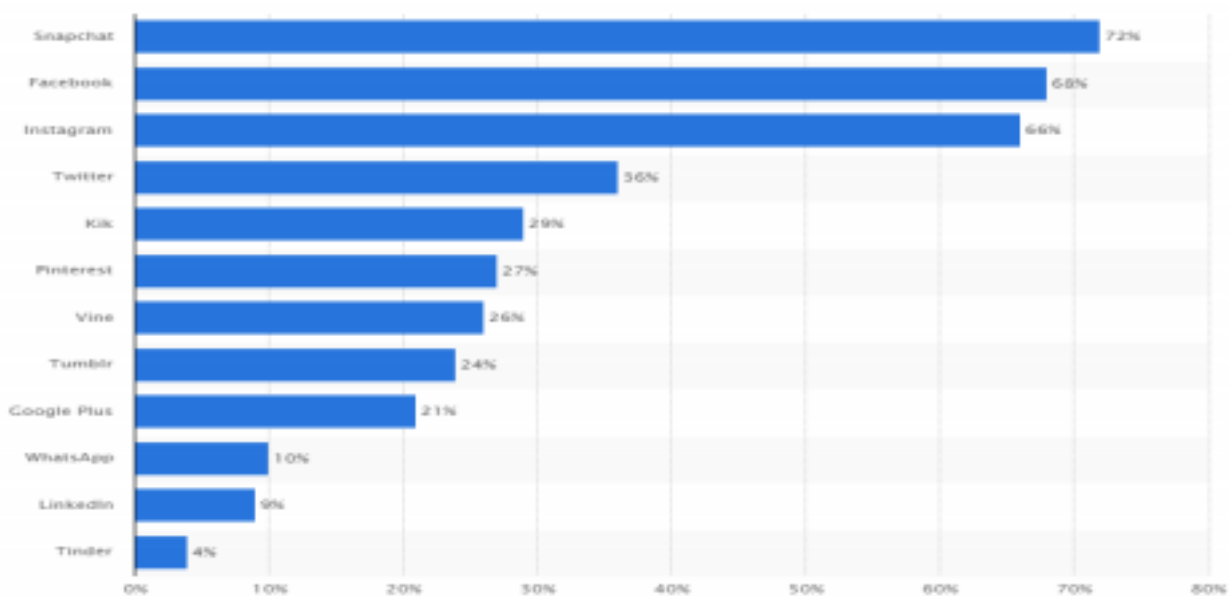


Fig 2. <http://lajmi.net/ja-cilat-nga-rrjetet-sociale-jane-te-perdorurat-ne-vitin-2016/>

Some countries have established fine schemes, while others have provided prison sentences for defamation. Defamation and its designation as a criminal offense remain debated issues in Europe between lawmakers on the one hand and journalists' rights groups on the other. IMC is an independent body that regulates the spectrum of Transmission In Lundorf's book is written, "Everything is an argument", and he thinks he has predicted the future of the mass media and thus writes, "First, we will be everywhere. Entertainment and information will be presented to us in what the industry calls multiple platforms: large screens (home TV), computers, and small screens (mobile and PDA). Newspapers and magazines will be on the web and on mobile. Videos and audios will be viewed on cars, in offices, at home, on airplanes, and on racetracks. "Everything everywhere" is the phrase that is currently being spread by the media. Second, we will have everything under control. Digital video recorders (like TiVo) and remote-controlled videos allow us to watch TV whenever we want (and, if we want, we can skip commercials). News processors, like Google,

<sup>41</sup>DeFleur Melvin L,E, Dennis Everette E.2002.Understanding Mass Communication: Protection from Libel .Houghton Mifflin Company, Boston, New York USA, pg 399,418

<sup>42</sup>KDI-FOL, 2017, Skanimi i integritetit në Sektorin e Drejtësisë,<http://kdi-kosova.org/wp-content/uploads/2018/01/156-skanimi-i-integritetit-ne-sektorin-e-drejtjesise-final-14122017.pdf>

<sup>43</sup>Marleku,Alfred, 2017, intervista me shkrim,ekspert ifushes se sociologjisë

<sup>44</sup>Fazliu, Agron, gusht, 2013, SSTIK (Shoqata per teknologji te informacionit dhe te komunikimit ne Kosove, Depertimi dhe perdorimi i internetit ne Kosove.

allow us to select a dozen different news sources. We can sell it ourselves on eBay. Don't want to go out of the house to watch a movie? Download it and see it when you want. Third, we are becoming part of them. Fourth, the internet will continue to ruin everything. Indeed, this new edition could also be titled "The Destruction of Mass Communication." Newspapers and magazines will continue their quest to discover new business models involving the Web.<sup>45</sup>

Digital methods were previously described as a term that seeks to occupy a recent development concerning Internet related research, summarized as Internet access and as a summary of data. Using this as a starting point, this paper sets

out digital media methods as a methodological approach that includes web-based data, including other communication and social platforms such as Instagram, Vine, Twitter, Giphy, Periscope, and Facebook, among them.<sup>46</sup> Press Freedom is often very powerful. Many newspapers in many countries have published stories that have revealed political transgression, misguided action, or fraud. Many times this has led to individual and collective resignations, policy changes, or legislative reforms. Many good journalists in Kosovo do just those investigative stories that could harm the public interest or the political interest. (Borchard et Kuçi, 2013)<sup>47</sup>

The relationship between the media and politics in the post-communist transition period has been very complex. Albanian institutions and policies in Kosovo have not established a national intelligence agency. It is being replaced by several national and international journalists and "media specialists". Aspirations of these people, these "media specialists" and these journalists, in an unsatisfactory and often manipulative manner, misinform public opinion.<sup>48</sup>

Conclusion According to KMSH & Çohu, freedom of expression, media, and information remain fundamental rights for the development of Kosovar society. Despite the progress made over the years, overall challenges remain within the framework of freedom of expression and information, the legislative and regulatory framework, as of expression, information, and media. There is also the freedom to work as a journalist; there is no discrimination that prevents foreign journalists from doing their job, while the media are free to distribute content in their chosen language (s). However, within each section of this report, a host of issues remain and need to be addressed. (KMSH&Çohu, 2016)<sup>49</sup>

The Kosovo Assembly has an important role to play in monitoring how different pieces of legislation are being implemented and in reviewing government actions. About the media, it cannot be said that this has been a priority and thus engagement with this issue, especially at committee level, is necessary. (KMSH&Çohu, 2016)<sup>50</sup> Technology has iced up everyday relations. To see friends in the cafe, where everyone watches on the cell phone, this is unfortunate. It made you realize that we are so addicted to technology. With the use of social networks, the phenomenon of bullying is increasing, it enables contact with all kinds of people, and you are closer to negative phenomena, maybe even their victims. Thinking The US-based Freedom House says only 13% of the world's population lives in countries with a free press. In the report entitled, Freedom of the Press 2017: The Dark Horizon of Press Freedom, the degree of media freedom in 199 countries and territories is classified in the categories "free", "partially free" and "not free", reports that Kosovo ranks as the 96th on the list, while it is classified in the category of "partially free" print countries. (Telegrafi, 2017)<sup>51</sup>

### 3. Methodology

After choosing the topic, a questionnaire survey was compiled and it provides enough data for the purposes of the study. The survey is prepared based on valid references. (OSCE, 2017),<sup>52</sup>(PROGNI, 2012)<sup>53</sup>, (ZOTAJ 2014).<sup>54</sup> Part I of the questionnaire contains 2 questions that give us demographic data on place, age and education. The second part of the questionnaire contains 12 close-ended questions with 2 options, yes/no answers and multiple answers. The questions were oriented to measure respondents' opinions about online media, media credibility, the source of technology-based information, the things that hold back online journalism and their access to influence and ethics in media. The careful selection of the literature, including legal documents, approved media regulations, ethical codes, journalist's profession,

<sup>45</sup>Dominick, Joseph R.(2010).” Dinamika e Komunikimit Masiv” UET Press. Tiranë. Fq.20

<sup>46</sup>Hutchinson, Jonathon, 2016, An introduction to digital media research methods: how to research and the implications of new media data, Journal, Communication Research practice, Volume 2, 2016-issue 1, Pages 1-6 | Published online: 25 Apr 2016, [Communication Research and Practice](#)

<sup>47</sup>Borchardt, Bernd and Kuçi Hajredin , 2013, Liria e Shtypit: Të drejtat, përgjegjësitë dhe interesi publik, Komunikatë për media më 30 gusht 2013, <http://ww.eulex-kosovo.eu/al/pressreleases/0479.php>

<sup>48</sup>Mekuli, Gezim , 2018 [Mediat dhe politika: lajme të pavlera e spektakolare](#), botuar më 6 shkurt , 2018. <https://al.ejo-online.eu/media-dhe-politika/mediat-dhe-politika-lajme-te-pavlera-e-spektakolare> <sup>49</sup>KMSH&Cohu, Liria e shprehjes, medias dhe informimit në Kosovë, Kosovo 2.0, Organizata Çohu, Këshilli i Mediave të Shkruara, <http://cohu.org/sq/zyre-qeverisje-qeverisja-e-mire-hulumtime/Liria-e-shprehjes-medias-dhe-informimit-ne-Kosove-188>, 4 Maj 2016

<sup>50</sup>The statistics portAL, 20118, Level of trust in news media in selected countries worldwide as of February 2018 <sup>51</sup>Telegrafi, 2017, Freedom House: Liria e shtypit në pikën më të ulët në një dekadë, 28.04.2017 <https://telegrafi.com/freedom-house-liria-e-shtypit-ne-piken-te-ulet-ne-nje-dekade/>

<sup>52</sup>OSCE, 2014, Liria e mediave dhe siguria e gazetarëve në Kosovë-Raport, botuar në Qershor 2014.pdf <sup>53</sup> PROGNI, Luljeta, 2012, Vlerësimi dhe ndikimi i internetit e rrjeteve sociale në politikën shqiptare, art, Metropol, 12 nëntor 2012, <sup>54</sup>ZOTAJ, Elda, 2014, Tranzicioni politik dhe roli i tij në marrëdhëniet e Shqipërisë me Bashkimin Evropian, temë doktoranture/pdf

different news sources, fake news. Also were found published articles in newspapers and magazines other than authors of the field of journalism about the news impact on political events. The selected material has been adequate to determine the hypotheses of the study, and the orientation. The theoretical background has been the main supporter to formulate questionnaire for survey. The source of the information is written after each printed material and at the end presented in the bibliography. Some parts of the material are listed as they were from the author. A survey is conducted among 368 respondents from more than eight (8) municipalities in Kosovo. (Prishtina, Gjilan, Ferizaj, Peja, Podujeva, Kaçanik, Viti, Kamenica etc.), of different sex, ages and backgrounds with an accompanying description of the survey, where it is clearly described what are the goals of this study and anonymity will be respected. Survey was conducted during the December 2017 to February. 2018. The respondents were selected randomly. Structured questionnaire interview was conducted at

the respondent occurrence. Each interview was conducted one by one without any influence from others. Respondents were of different professions; teachers, professors, doctors, nurses, economists, students, unemployed etc. There were no delimitations except age. All respondents were over 18 years old. All survey questionnaires were set from 1 to 368, and then inserted into the Excel database. After the counting, results tables were prepared. The survey approach is of a quantitative type. Samples of the study were randomly chosen from more than half of the countries in the territory of Kosovo. The analysis is done with adequate statistical methods while the presentation of results is done with frequency and percentage. Findings are presented in tables, graphical and diagrammatic order. The purpose of this paper was to get citizen opinion of different ages, and compare their opinions regarding the credibility and opinion about online media and social networks. Survey question: What are the opinions of Kosovo citizens regarding ethics in online media and what is their belief about political impact? H1- There is no significant difference between age groups regarding opinions about online media, social networks ethics and political influence. H2- The younger age groups obtain more online information from smart phones, while middle-aged age groups get this information more from work and personal computers. Table 1 shows the age and education of the of the survey participants.

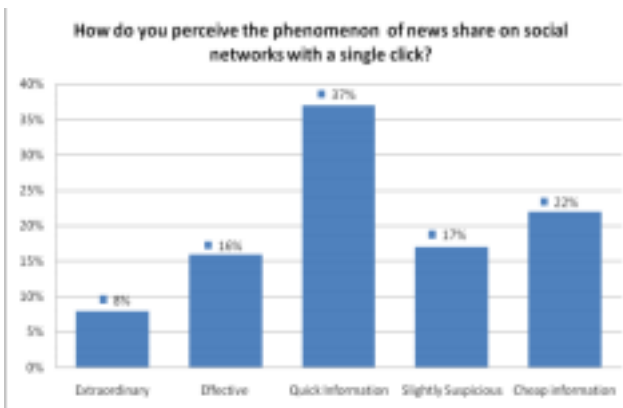
Age Groups Total: 18-30 46-65								
N 255 113 368								
% 69% 31% 100%								
	Primary		Elementary		Superior			
Age	18-30	46-65	18-30	46-65	18-30	46-65	18-30	46-65
N	6	4	166	33	83	76	255	113
%	3%	3%	65%	29%	32%	67.5%	69%	31%

Tab 1. Age group and Education

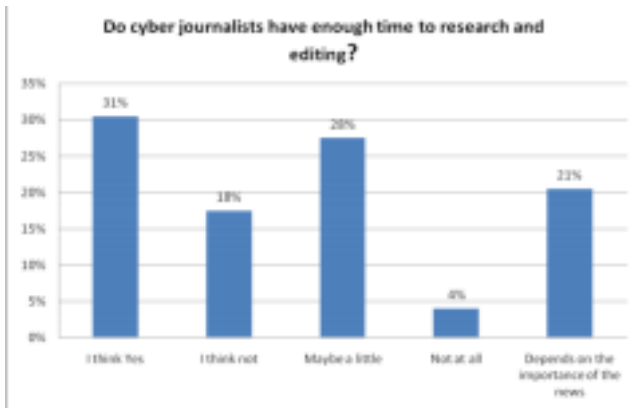
#### 4. Study results

Online news that is sent to social networks is very fast, though it is a revolution, it is easy to open an online portal, but even more according to the audience this is happening for business benefits as a result of unemployment. Also most of them seem were hasty news as a result of competition, using bombastic headlines, and therefore credibility is low and has a doubtful audience. This is happening due to lack of funding. Most of them think that editing time is not enough, but it also depends on where the journalist works and the criteria set for news sources. It is a practice for every editor to take a good look at the news and give it a critical look and check all the resources that have been used or that have been missing in compiling the news. Unfortunately, very few media or newsrooms apply these criteria in practice.

Even the public opinion through the survey believe that only 1/3 or 30.50% that the cyber journalist has enough time to research the news and edit it, while 1/5 or 20.50% think that it depends on the importance of the news. There is also the freedom to work as a journalist; there is no discrimination that prohibits foreign journalists from doing their job, while the media are free to distribute content in their language (s) of choice. "As for the news with a single click, and also taking into account the above factors, then there is an immediate need to regulate the operation of portals on a legal basis. This is because most of these portals provide fake news and unverified, functioning only as a "click-bait". A good opportunity for the news to reach as many readers as possible.

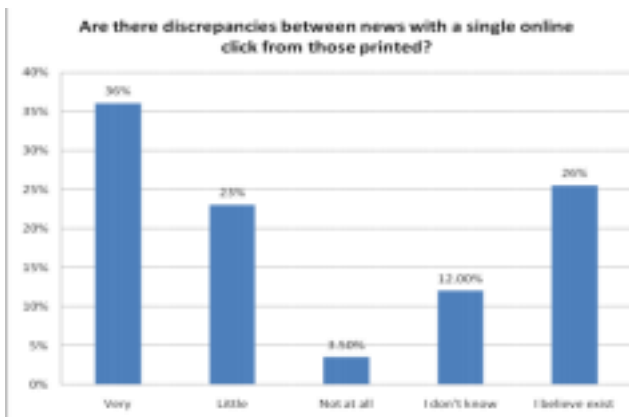


Graph 1. Shows that 37% rate the news with one click as very fast, a minority of 8% rates it as exceptional, only 16% rate it as efficient, 17% rate it as slightly suspicious, and 22% rate it as suspicious as the cost of free information.

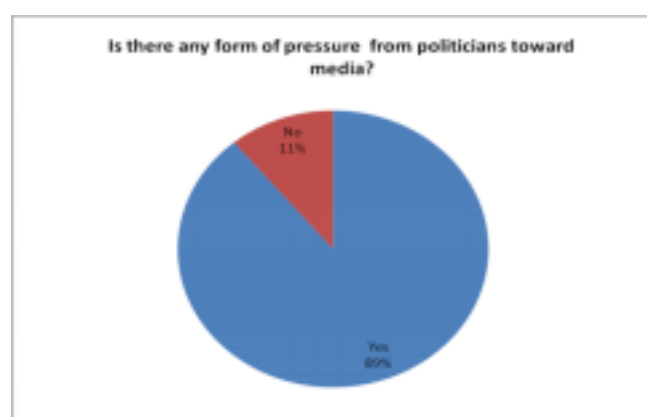


Graph 2. Shows that only 1/3 or 30.50% believe that cyber journalist has enough time to research and edit the news, 17.50% think there is no time, 27.50% think they have little time, a minority of 4% think they have no time at all, while 1/5 or 20.50% think it depends on the importance of the news.

Online news are made for business by liking or otherwise known as 'Like', with sensational headlines, not well based on well-argued facts, no first-hand news, not well selected, but simply for financial benefits. Focus groups responded that there is little inconsistency, but currently, the print media has a symbolic circulation. News in print and audio-visual newspapers are more accurate, while in online ones there is a different logic, the news and reality are distorted by who first publishes the opinions of journalists and editors. To the other question, the public opinion reacts in the same way, answering that they show that there have always been and still are different policies and clans in the media, and they do this through blackmail and threats of other forms. According to them, the government uses the media for their interests, the opposition criticizes them, but when they are put in place, the same thing happens, especially the media that are funded by the government and are public. According to them, even in private media, journalists are influenced by the owners of media companies. Almost the same as journalists, sociologists, and political scientists and editors have given their opinions to the respondents of the study or public opinion, where the majority of 89%, answered that political bearers influence the media. Journalists and the other group have responded that there have always been and still are different policies and clans in the media and they do this through blackmail, threats, and other forms. They think that currently there is more awareness of journalists not to be influenced by politics, but to be impartial.



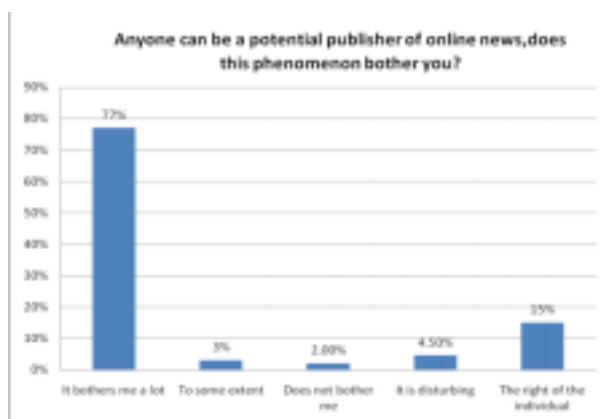
Graph 3. 23%, think there is a big difference between print and online news, 36% of them think it happens sometimes, 26%, believe that it depends on the platform; few believe that there is no difference. 4.5% and 12% simply don't know.



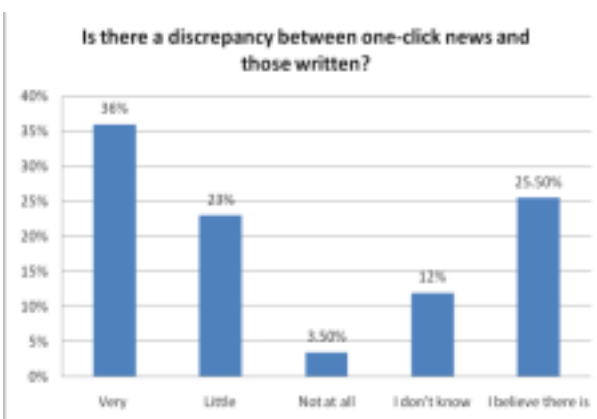
It shows that the majority of 89%, think that there is an influence in the media by political bearers, while only 1/10 or 11%, think that there is no political influence in the media.

This allows me to conclude that almost like journalists, sociologists, and political scientists who insist on the usefulness of laws, public opinion has thought they are very useful and needs such a law most of them or 88% answered YES. In most of the written answers received from the two focus groups, the biggest target is the public persons and especially the female gender, especially of Show-Biz, but often the latter is not hindered because this is more like a personal promotion. They also think there is a difference, but advanced technology has also converged citizens. Often they go with an in-depth approach to privacy. While the group of journalists thinks that there is a difference, but not much, because the main target of the media is politicians and public figures, and often citizens do not understand the information because it seems vague. Also according to them, the female gender is more targeted. Sociology Kosovar society in general has inflation in the debate (even though it is not qualitative, or a lot of words with the premise of the debate). In an attempt

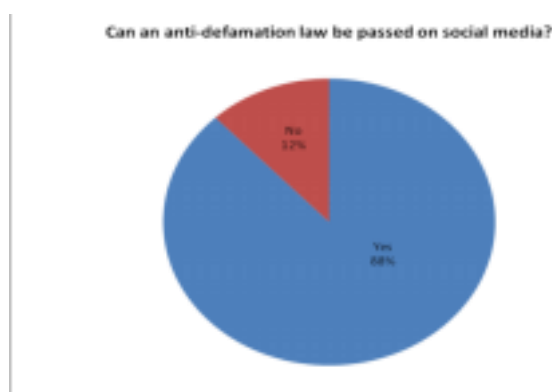
to get attention, there is generally unbridled liberalization of thought on social media, but there are no restrictions. Therefore, the treatment of public or political persons does not differ much.



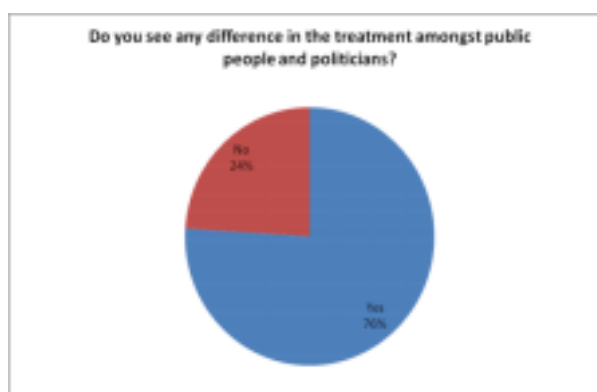
Graph 5. The graphic shows that the majority of 77% is very bothered by the fact, where only 2% answered that it does not bother them, to some extent it bothers 3% of them and with the same percentage of 3% consider it disturbing, while 15% think that this is the right of the individual.



Graph 6. More than 1/3 of 36%, answered that there is a lot of discrepancy between the news with one click and the news of direct access, 23% believe that there is little difference, only 3%, believe that there is no, 25.50% believe that there is, while 12% answered that they do not know.



Graph 7. The graphic presentation shows that the majority, or 88%, believe that a defamation law can be achieved, while the minority of 12% think not.



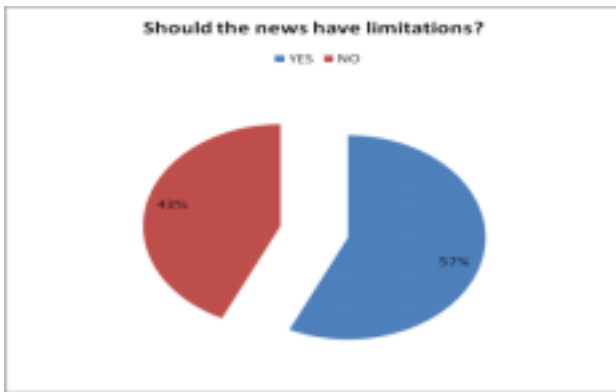
Graph 8. The graphic shows that the majority of 76% believe that there is a difference between politicians and public figures in terms of treatment by the media.

Today, the spectacle is the main element of media functioning. The scandal has normalized, while ordinary speculation is taken as a way of working. The level of ethics in social networks is minimal, if not non-existent. News publications in the vast majority of cases are made without verification of appropriate and indispensable sources. If in the past the photo was accompanied by the text in the newspaper or magazine, today the text is marked inside the photo.<sup>55</sup>

It's not a trending job. Media reporting affects the private sphere. Comparison between respondents and focus groups with journalists, sociologists, and political scientists and editors, think that there is not always ethics because everyone is against everyone, without argument. Even the respondents of this study conducted with the citizens showed not much faith in the ethics of approaching political issues where their level of trust was slightly above the average level or 57%, while a high percentage of 43% believe that there is not as much ethics pertains to political issues. The same reflection has resulted in the journalist's boundaries with the news. See the graphs below.

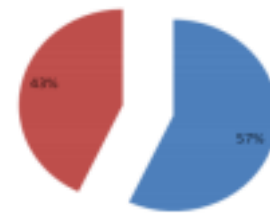
<sup>55</sup>Marleku Alfred, 2017, intervista me shkrim, Sociologji (Universiteti UBT, Pr)





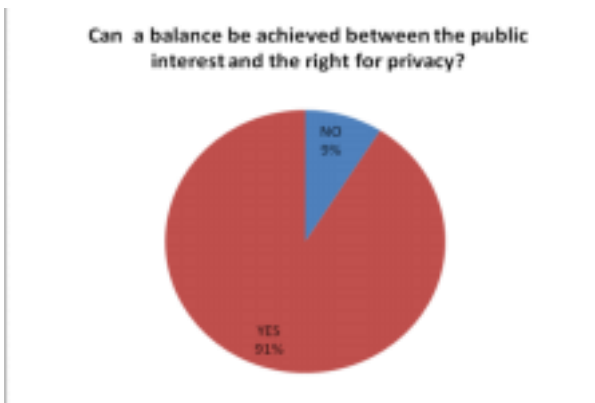
Graph 9. The graph shows that the majority of 57%, think there should be a limit to how far the journalist should go with the news, while 43% of them think that there should be no limits for the journalist.

Is there Ethics in media?



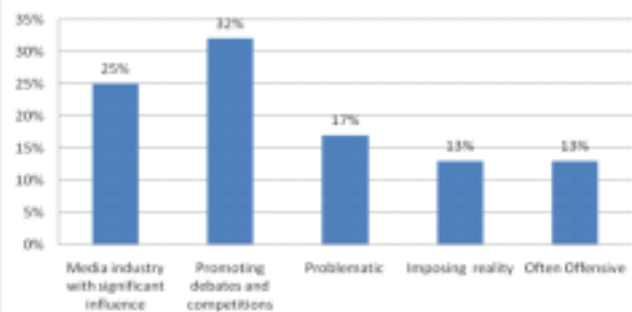
Graph 10. The graphic presentation shows that more than half of 57% believe that there is ethics in online information on political issues, while 43% think that there is no ethics in the media regarding ethical issues.

From these findings, it can be concluded that journalists, sociologists, and political scientists think that social networks have stifled journalism. Journalists are often lynched when they publish news about a political or religious leader, by people who are admirers of those leaders. Also, the answers received from the respondents of the study have shown that it is sometimes offensive, problematic, inciting debates, and just a media industry. (See graph.12)



Graph 11. The graphic shows that the majority of 91% think that a balance can be achieved between the public interest and the right to privacy, while 9% do not believe this.

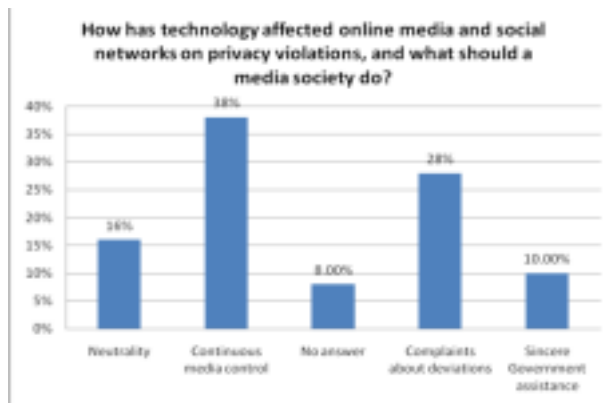
How do you assess the ethics in publishing news on social media in Kosovo?



situation in publishing the news in social networking is a media industry with a strong influence, 32% that it is a provocateur of debates, 17% found it as problematic, 13% as an imposing reality, while only 13% often consider it as offensive.

Graph 12. It shows that 25% of respondents think that the

Sociologists and political scientists as a focus group think that currently the news is published without criteria, without sufficient researches, and is mainly commercial news. While the other focus group of journalists and editors, think that the government should regulate the status of online media by subjecting it to professional criteria with valid licenses. The government should be impartial and allow journalists access to official documents. They also think that the law on copyright issues should be regulated and applicable. Both focus groups, such as journalists, sociologists, and political scientists, have written that the government should not interfere in the media, but bring the law on authorship appropriately and allow journalists access to official documents. Public opinion has shown that the government should also help maintain the privacy of individuals because the media constantly control us, deviate, etc., endangering our privacy., Gazeta Express online leads with readability, followed by Telegraf and Koha Ditore. Others participate less in audience readability. How much has technology affected online media and social networks, where privacy has been violated, so what should media society do? In the public opinion poll, more than 1/3/ 38% and 28%, respectively 28%, answered that the media should constantly check the online media and make complaints about deviations, while only 16% or 10% think that the media, in this case, they should be neutral and it would have been good to have sincere government help. From interviews with five political scientists and sociologists, their writings have been analyzed where they have all agreed on one point, online media news is often published without editing, without criteria, and is mostly commercial.



Graph 13. It shows that 16% of respondents think that the impact of technology and media society has a neutral impact, 38% think that they need constant control, 28% think there are deviations, 10% think about sincere government control.

Graph 14. Of those who answered there were a total of 398 respondents or 80%, while without answers were 103 or 20%.

From the answers received from the respondents of the study, it has been shown that more than half, or 52.5% of them read the Express newspaper online, 33% the Telegraph, 19% Koha.net, 12% the online newspaper Bota Sot, 11% Indexonline, and with a percentage of 4-9% read Zëri info, Klan Kosova, Lajmi net and Insajderi, while some others with 10% each. As for access, they mostly get news from smartphones with 66%. In accessing the news, smartphones are always kept close and easily carried. Small and kept in the palm of your hand, people get the news from there very quickly.

Graph 15. Gazeta Express participates with 52.5% in the total of those who read online news, telegraph with 42%, Koha Ditore with 23%, Bota Sot 16%, indexonline 14%, while others have readability with a percentage from 5.5% to 11.5%.

Graph 16. Majority of 66% receive the news from their smartphone, 25% from their personal computer, 0% from the public computer, 4% from their tablet, and only 5% from their computer at work.

## Conclusions and recommendations

The majority of 66% and 25%, receive news from smartphones and personal computers. Only 16% perceive the phenomenon of online news as efficient, while 37% and 22% perceive it as fast and free information with no cost. If we make the connection between the group of sociologists, political scientists, journalists, and editors' opinions altogether with that of citizens, they match in most points, without any significant differences. Online news readability is happening because it is fast and free information, while very few believe in efficiency and argumentative news, but are mostly seduced by bombastic headlines. Only 1/3, or 30.5% answered, "I think so", that the cyber journalist has enough time for edit and proof. While the group of political scientists, sociologists, journalists, and editors, share the idea that despite the existence of a legal basis, the issue of privacy and human rights remains controversial. They think that the priority remains the speed of publishing the news with bombastic headlines, and not the truth. Mostly they answered that time is not enough, but it still depends a lot on where the journalist works. According to them, there is still a lack of freedom of speech in investigative journalism. They think online newspapers differ a lot from traditional ones because online ones are in competition with each other for the public. How much inconsistency is there between news in print and online newspapers? Only 4.5% think that there is no discrepancy between print and online newspapers, while 86% think that there is a big difference, or it depends on the platform. Opinions from qualitative interviews answered differently by answering that there is no difference between written and online ones, or, there is only a slight discrepancy

because almost all written platforms also exist online. So most of the two groups think there is no difference, considering that print media now has a symbolic circulation and the change was made by the limited time and fast publishing of news on digital platforms. How much does it bother you that anyone can be an online news publisher? The majority or 77% answered that this phenomenon bothers them a lot, although only 2% answered that it does not bother them. The professional competition also helps the advancement of citizens, but if the competition is not fair. How many discrepancies are there between one-click and direct news? 36% answered that there are discrepancies, while only 3.5% think that there is no difference. The group of journalists thinks that it depends on the importance of news. Sociologists and politicians alike think that the rush to broadcast the news also affects, even when you are not present it can change a lot from the news coming directly from the scene. The data show that public opinion has rightly noticed these discrepancies in online news or on other social platforms. Is there pressure from political bearers in the media? The majority or 89% of respondents believe that there is influence, and from interviews with political scientists, sociologists, journalists, and editors got the answers that there has always been the political influence and various clans in the media. According to them, even in private media, journalists are influenced by the owners of media companies. Can a defamation law promulgate? A majority or 88% think it can be achieved and should be respected. The group of participants of authentic written interviews responded that the Kosovo press requires applicable law, not a law that interferes with freedom of speech because interventions violate professional ethics and democracy. They insist on organizing debates on sensitive ethical issues such as xenophobia, insults, lynching, etc., because the peaks of democracy are reached correctly. Also in their interviews, they insist on the punishment of manipulators.

Do you see any difference between public figures and those in politics and their treatment by the media? The majority 76%, answered that there is a difference. The group of sociologists and political scientists think the same as the survey participants that there is a difference, while journalists and editors believe there is a difference but not much. The biggest targets are public figures, especially women, especially those in show business, but often this does not bother the latter because it looks more like a promotion. Do you think there should be a limit to how far a journalist can go with his news? More than half or 57% of respondents answered that there should be a limit. Sociologists and political scientists of authentic interviews have written that efforts should be made for each journalist to maintain the integrity of others, but, according to them, the financing of journalists would affect to better journalism. The group of journalists and editors think the same as the first two groups but also noting the lack of censorship of journalists. Currently, the journalist is not always impartial because they are dependent on the publisher or his "boss". Is there ethics in online information? More than half of 57% believe that there is an ethic, while the group of political scientists, sociologists, journalists, and editors in their authentic interviews have shown that the main target is political and public figures, but recently the target is also ordinary people. Can a balance be achieved between the public interest and the right to privacy? More than 90% and 91% respectively think that such a balance can be achieved. The group of journalists, editors, political scientists, and sociologists think that one should be careful in enforcing moral and civil codes.

How do you assess the ethical situation in publishing news on social networks in Kosovo? More than half of them consider it as a media industry with a strong influence and incitement of debates as well as pure competition. The group of sociologists, political scientists, journalists, and editors think that social networks have stifled journalism. In these networks, journalists are often lynched when they publish any unfavorable news for their political leaders. Both groups agree that they are harmful, provocative, compelling, and problematic. How much has technology affected online media and social networks, where privacy has been violated, so what should the media society do? In the public opinion poll, more than 1/3, or 38% and 28%, respectively, answered that the media should constantly check the online media and make complaints about deviations, while only 16% and 10% respectively think that the media, should be neutral and it would be good to get sincere government help. From focus group interviews, their writings were analyzed where they all matched to the point that online media news is often without sufficient resources, without criteria, and is mostly commercial news, but also always alluding to the need for the government to regulate the status of journalists, subject to professional criteria with valid licenses. They wrote that the government should be impartial and journalists should have access to official documents by regulating and enforcing the law on copyright matters. So almost everyone thinks that the government should not intervene, but should help with legal infrastructure. Ethics of news spread on social networks in Kosovo? One third or 32% consider it as a promoter of debates and competition, 25% as a media industry, and with significant influence, while 17% and 13% respectively consider it as problematic, vulnerable, and imposed reality. Both focus groups thought that the news provided more misinformation than information and that the privacy of the individual was affected. They think that very little is researched and discussed. From the answers received from the respondents of the study, it was shown that 52.5% of them read the Express newspaper online, 42% Telegraph, 23% Koha.net, 16% the online newspaper Bota Sot, 14% Indexonline, and with a percentage of 4-11% read Zëri info, Klan Kosova, Lajmi net and Insajderi, and others.

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