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RAISING AWARENESS ABOUT A TOPIC, NOT A PROJECT: ETHICS OF NGO–JOURNALISTS FIELD TRIP COLLABORATIONS IN COVERING HUMANITARIAN EMERGENCIES WITH THE FOCUS ON MIGRATION

Master thesis

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DECLARATION

I hereby declare that I have prepared this master thesis independently and on my own, by exclusive reliance on the tools and literature indicated therein.

In Olomouc, 23rd June 2020

PROHLÁŠENÍ

Prohlašuji, že jsem práci vypracoval a samostatně a že jsem všechny použité informační zdroje uvedla v seznamu literatury.

V Olomouci, dne 23. června 2020

Jana Karasová

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ABSTRACT

This study, based on interviews with five humanitarian and human rights NGOs workers and 13 journalists, introduces a journalist–centred approach to NGO–organized field trips for media as a macro-practice of public advocacy in international humanitarian and social work. It draws on respondents' experience from 3 different field trips that focused on the topic of migration intending to raise public awareness about this issue as well as its humanitarian, human rights and social justice aspects. The NGO workers respondents proposed a concept of a journalist–centred field trip that respects basic ethical principles, professional values and practices of journalism and at the same time contributes to overall aims of their NGOs including the promotion of human rights, dignity and social equality. In the view of the interviewed journalists, this mode of field trips provides them sufficient freedom and independence to cover the topic of migration and humanitarian emergencies. Still, the journalists implied a need to be aware of NGO agenda and guard complexity of opinions as potential NGO–related ethical sensitive situations. They expressed as their main ethical concern interviewing, protecting and creating a relationship with private sources, including recipients of humanitarian and social assistance. Furthermore, journalists also questioned prioritization of professional or personal values in situations when they face injustice, exploitation or human suffering. The NGO workers perceived as ethically and practically challenging balancing needs of journalists and needs of sources, including recipients of humanitarian and social assistance. While this approach does not entirely eliminate potential NGOs–journalists ethical clashes, the responses of the interviewees show that it might significantly mitigate them.

CONTENT

1 Introduction

"In a few minutes, I might be the only Czech woman in the forgotten heart of Africa," I wrote in my first blog post from my field internship in the Central African Republic in 2017. I clearly realised my unique access to that location and locals. As a fresh graduate of journalism and media studies and a student of international humanitarian and social work, I perceived a responsibility to tell a story of that place and its issues, challenges, topics, themes… However, I struggled to choose whether I should inform as a journalist, educate as a humanitarian and social worker engaged in public advocacy, or communicate as an NGO public relation officer. Honestly, I did not resolve the conflict of roles back then. Reflecting on my blog post, I see them as a mixture of all approaches mentioned above to spreading a word about a particular topic. Still, it was during these six weeks when the first idea for this study came to my mind with a motivation to discuss these tensions and possibly also find some insight of them.

Further deliberations on the topic of this research were a product of bright sociological imagination (Mills, 1959) as I was introduced to it during my bachelor studies years ago. My interaction with academic literature, myself and experiencing a few other trips to humanitarian emergencies led me to this study. It centres on researching NGO–journalists field trip collaborations with the focus of ethics of such collaborations in the context of public advocacy in international humanitarian and social work and media coverage of humanitarian emergencies.

Public advocacy should be perceived as inherent in humanitarian practice from the perspective of social work as "[a]dvocating and upholding human rights and social justice is the motivation and justification for social work" (IFSW, 2020a). Different advocacy activities occur of all levels of practice; however, the main interest of this thesis is in macro-practice as a part of "[e]ducating people about important social issues" (Cox, Tice and Long, 2017, p69). Given the power of media in the current world, they are undeniable among the critical vehicles of such an activity. They also mobilise people for assistance and fundraising, creates a culture of proximity and shared global imagination. At the same time, many scholars criticise media for distorting the image of distant places and othering some groups of people. (Princová, 2012, pp61–64)

Three specific NGO–journalists field trips collaborations were a key for sampling respondents for this study based on interviews with five humanitarian and human rights NGOs workers and thirteen journalists. For the research and practical reasons, the thesis studies field trips that focused on the issue of migration to Europe. However, the topic of field trips is not

limited, as many of research respondents have also experienced field trips covering other humanitarian and human rights issues.

This thesis aims to understand relationship in between professional values and normative frameworks of journalists and humanitarian and human rights NGOs, their perception on NGO–journalists field trip collaborations in covering humanitarian emergencies with the focus on migration, in the relation to ethically sensitive situations during these collaborations and factors of preventing and solving such situations. It draws of an interdisciplinary approach and aims to look at the research topic from a perspective of social work, media studies and ethics. I believe this brings an innovative insight into the studied topic; however, also poses many challenges, including limitations of academic resources presented in the theoretical part that could be much more profound and wider in each of the disciplines. Another challenge is finding a common language and terminology of these three specific fields of social science and philosophy. Especially in the research part of this thesis, I adapted the language of journalists that appeared to be common for all respondents. For example, I talk about 'private sources' when referring to individuals that speak for themselves not as representatives of a particular authority. Most of them are, however, also real or potential recipients of humanitarian and social assistance, human-rights holders and above all dignified individuals.

Bearing that in mind, Chapter 2 discusses firstly, the NGO–media relations in the context of public advocacy in changing humanitarian and media landscape, the concepts of NGO and journalism normative frameworks and finally, modes under which NGOs facilitate journalists' access to the field of humanitarian emergencies. Chapter 3 specifies the research methods of semi-structured in-depth interviews and thematic analysis. Subsequently, chapter 4 presents, describes and elaborates findings of the research. Finally, chapter 5 debates the whole research concerning academia, practical implications, as well as to my learning.

2 Literature review and conceptual framework

Humanitarian organisations and media do not only find themselves sharing the same frontlines. They are part of a broader humanitarian emergencies environment; in which they might interact collaboratively. That has a specific application in macro-practice of international humanitarian and social work. Some humanitarian workers might focus on public advocacy and in that sense "their work will not be about service to population in need as much as it will be about advocacy and change for those populations" (Burghardt, 2011, p336). Cox, Tice and Long adapts Hoefers' definition of public advocacy as "actions taken to defend or represent others to advance a cause that will promote social justice" (2017, p68). Humanitarian and human rights workers engaged in public advocacy are likely to interact and collaborate with media in general, and journalists specifically. However, the work of humanitarian organisations might also be scrutinised by media similarly as they watchdog government actions. At the same time, media have a critical role for humanitarian organisations to channel their messages towards the public.

Humanitarian and human rights organisations might use media for general public advocacy as a practice of international humanitarian social work (Cox, Pawar, Manohar, 2006; Cox, Tice and Long, 2017), however, also for their PR and fundraising goals (Princová, 2012, pp61–64). Overall, "humanitarian agencies rely heavily on the media to raise awareness of crises and generate income" (Matthews, 2009, p26). Powers concludes Benthall that "[r]esearch has consistently found that publicity is key in helping NGOs achieve their various goals, from raising funds to exerting pressure on political and economic elites" (2015b, p427). Dijkzeul and Moke (2005) believe that good public communication with stakeholders and the general public have a positive impact on safeguarding the independence of humanitarian organisations and their capacity to reach those in need.

Public communication is not limited to communication with media only. However, media have the power influence not only the external world linked to humanitarian action but also humanitarian agencies themselves. According to a survey among aid professionals (Scott, 2018), the media coverage of humanitarian issues stimulates further research and public advocacy. However, it does not strongly influence decision-making in funding and has only partially impact on undertaking need assessment in a particular region.

Established the role of media and public advocacy for the humanitarian sector, it is not surprising that the humanitarian organisation increasingly professionalises their communication. However, as Dijkzeul and Moke (2005) point out, the majority of humanitarian organisations provide a somewhat limited amount of information about their communication policies and strategies. Such an approach contrasts with the call to accountability that is part of

the humanitarian ethics as described in the Code of Conduct and Sphere Standards (Slim, 2016). Similarly, Global Social Work Statement of Ethical Principles claims that "[s]ocial workers must be prepared to be transparent about the reasons for their decisions" (IFSW, 2020b). It is, even more, striking when taking into consideration that the humanitarian field, as well as the media field, have experienced critical changes in the past years.

The main drivers of current shifts are increasing competition between humanitarian NGOs in the humanitarian field and cutting budgets for foreign reporting in newsrooms in the field of media. In this situation, NGOs and journalists may tend to seek a partnership that manifests in different forms, including facilitating access to field or funding and supporting field trips (Powers, 2015b; Conrad, 2015). These actors can perceive the NGO–journalist partnership as mutually beneficial. As the humanitarian and human rights NGOs can gain access to media and increase their publicity that can strengthen their position in the field and also provides them with a tool for public advocacy. At the same time, media can benefit from access to information, sources as well as hard-to-access locations.

While the changing landscape of the humanitarian field, as well as the field of foreign journalism, increasingly attracts academic attention, the topic of NGO–journalist partnership has been researched only sporadically. For example, Powers claims that "scholarship has […] done relatively little to examine the values guiding NGO information practices" (2016, p402). Similarly, there is only a limited number of studies that would examine how humanitarian and human rights NGOs and journalists negotiate the informational and field partnership and how that influences and is influenced by their professional values and norms.

The most extensive work on the topic of the contemporary NGO–journalist relations has been done by Matthew Powers (2015a, 2015b, 2016). Therefore, the thesis often attributes his work in building a theoretical framework for the research. Additionally, David Conrad (2015) has researched this issue with a focus on humanitarian topics in a case study on a specific field trip organised by NGOs for freelance journalists to Kenya. Another insight into this topic is discussed in the London School of Economics and Political Science report 'Rescue or report? The ethical and editorial dilemmas of crisis journalism' (Olsson, 2017). The report focuses on several examples of individual journalists as well as a media organisation that blurred the boundary between reporting and taking action in the so-called European refugee crisis in 2015. Beyond these resources, this thesis frames its theoretical assumptions on academic work related to public advocacy in social work, humanitarian communication, media coverage of wars, crises and disasters, as well as on humanitarian and media ethics.

First, this chapter discusses the changing landscape of humanitarian work as well as media field. Then, it scrutinises the position of NGOs in media space, and it briefly summarises how media reports on humanitarian emergencies, including migration-related emergencies that creates a base for sampling in a research part of this thesis. Later, the chapter debates the normative frameworks in which humanitarian workers and journalists operate. Afterwards, the chapter describes how NGOs facilitate journalist's access to field. And it also introduces several relevant ethically sensitive issues. The last section synthesises discussed topics and introduces research questions.

2.1 The humanitarian and media landscape

The worlds of media, as well as humanitarian action, have been evolving and changing since they have established themselves. The evolution includes technical changes such as introducing radio, television or social media; the development of working frameworks – for example, the international humanitarian law or international humanitarian and social work; as well as institutional and market changes. The constant evolution is nothing specific to media or humanitarian action as it also characterises other fields and reflects broader societal changes. Therefore, it comes with no surprise that the acceleration of such shifts that both fields have experienced can be attributed to globalisation processes (Zwi, Fustukian and Sethi, 2002). While the general phenomenon is similar, there are particular implications of globalisation, as well as societal and political transitions. The next section discusses these implications. Afterwards, it is followed by two sections that focused explicitly on interactions of NGOs with the media world, and concurrently on media in the sphere of humanitarian emergencies.

2.1.1 The changing landscape

The humanitarian landscape consists of several types of actors, including states, international bodies (especially UN and their agencies), non-governmental sector as well as individuals. This thesis focuses specifically on the non-governmental humanitarian and human rights field. It is vital to view this sector in a broader NGOs landscape that is undergoing a significant transformation. According to Powers (2015b, p429), shifts characterising this transformation are institutionalisation, professionalisation, and competitiveness. They closely link to the increasing numbers of NGOs in the field of humanitarian work. Cottle and Nolan notice that the "crowded field not only impacts financial resources; however, it also affects the organisational standing and reputations of established players" (Cottle and Nolan, 2007, p865).

Then, they add that this "intensifies a sense of competition for media space" (Cottle and Nolan, 2007, p865). Therefore, the humanitarian landscape tends to increasingly favour communication with media that is planned and conducted by communication officers and regulated by internal norms. Slim (2015, p3-4) also notices that contemporary humanitarian work is characterised by long distances and anonymity that is, however, based on globalised empathy and altruism. On the contrary, Slim warns about the post-colonial pattern of localisation and nationalisation of humanitarian work.

Similarly, international reporting (or even more specifically humanitarian or development reporting) happens in a broader landscape of media market. Powers (2015b, p428) discusses economic, technological and social changes that impact the operation of news media. He concludes that "news organisations today have fewer resources with which they are expected to produce more reporting" (Powers, 2015b, p428). Carvajal, García-Avilés and González also reflect on a transformation of existing business models that have been triggered by "audience fragmentation" and "online advertising atomisation" (2012, p1). Not only decreasing finances but also smaller newsroom staff is among these diminishing resources. Conrad observes that "news organisations are increasingly relying on freelancers for international reporting and external actors—NGOs, philanthropists, and national foundations—for funding" (2015, p276). He notices that there are some topics – especially those abroad and marginalised – for which traditional media would not allocate their financial resources to get them covered. Moreover, these stories are likely to become a theme of a typical reporting project supported by NGOs specialised in funding reporting trips. In the past years, some media organisations have also tried to respond to financial cuts by using crowdfunding to cover their expenses. The tool has created a new creator–audience relationship and also led to the emergence of non-profit journalism. (Carvajal, García-Avilés and González, 2012) However, one media house might seek numerous strategies to cope with economic pressure.

Additionally, changes occur also in the typology of humanitarian crises. For example, Mary Kaldor (2004) highlights fundamental shifts that differ wars of previous centuries including two World Wars from the wars that developed in the second half of 20th century and on the verge of the new millennium. She calls them *new wars* and observes that the traditional law of war, as well as international humanitarian law, are challenged by new actors that take part in these wars and by the fact that civilians have increasingly become tools of war. Cottle and Nolan also mention new forms of humanitarian emergencies such as "the military use of starvation, systematic terror and flows of refugees as well as the human fall-out from globally virulent pandemics and extreme weather events" (2007, p863). Examples of these new

humanitarian emergencies embody the current wars in Syria and Iraq, or the displacement related to climate change and rising sea level. Both crises have been having a significant impact on the movement of migrants to states with higher GDP, especially the USA and member states of the European Union, followed by humanitarian emergencies in these states and on the borders of these destinations. The recent and still evolving Covid-19 pandemic could in some countries or setting evolved in a new kind of humanitarian emergency or worsen the already existing crises. Considering these new humanitarian emergencies, as well as economic pressure in the media business, and increased competition in the humanitarian field, the next section describes how NGOs and primarily humanitarian and human rights NGOs have established themselves in the media.

2.1.2 Humanitarian and human rights NGOs in media

Although, in general, media tend to favour official – governmental – sources, Powers (2015a) observes increased NGOs' access to news media. Three elements boost that: "economic constraints for news outlets, acceptance of NGOs in official circles, and professionalized publicity efforts by leading NGOs" (Powers, 2015a, p4). As the "news access is shaped by a combination of professional and economic factors" (Powers, 2015a, p3), the diminishing resources "make journalists increasingly likely to accept third party materials" (Powers, 2015a, p2). For example, Powers' research (2015a) indicates that US newsrooms with lowest resources dedicated to international news are those most likely to feature NGOs as news sources using them as "information subsidies" (Powers, 2015a, p13). Furthermore, public scepticism towards governments and acceptance of NGOs on official levels make NGOs to be viewed by some media as "trusted sources of information" (Powers, 2015a, p3).

However, this does not significantly "change the basic norms of news construction" (Powers, 2015a, p13). Therefore, NGOs adapt their outputs to meet media formats and make the message newsworthy (Powers, 2015a). So, it is essential for NGOs to "diversify information formats" (Powers, 2016, p406). This diversification can take various forms such as providing different multimedia resources from video, photos or slideshows to interactive maps. Accepting the media formats and focus by adapting pitching and packaging stories, and regionalising and personalising stories are two of "four interrelated processes of NGO-media interaction" defined by Cottle and Nolan (2007, p864). Additionally, Powers observes that NGOs adapt "established news norms that emphasize conflict, spectacle and celebrities" (2015b, p429).

Communication scholars such as Chouliaraki (2013) and Cottle (2013) conclude a shift in humanitarian communication as well as in international reporting. Providing objective

information is being detruded by "more emotional forms of storytelling" (Powers, 2016, p404). Moreover, Chouliaraki (2010) moves it even further and talks about post-humanitarianism communication that is less relying on emotions, and instead of that, it centres around playful consumerism. Similarly, Orgad and Seu (2014) noticed a broader change in the mediated public sphere that newly accepts and to some extent also favours "intimate styles of presentation and modes of address previously considered to belong to the private sphere" (Orgad and Seu, 2014, p918). This shift goes beyond news media, and NGO communication and public advocacy officers, as well as bloggers and other public figures, including celebrities and politicians, increasingly adapts this communication style.

To efficiently communicate and publicly advocate in the current media context, Dijkzeul and Moke (2005, p690) notice that even though there are many differences between particular organisation and levels of operation, in general, humanitarian organizations tend to hire proper communication management. The communication staff often has a journalistic background (Powers, 2015a). Additionally, NGOs might create a collaborative relationship with journalists who are sympathetic to their cause (Waisbord, 2011). This professionalisation of public communication of humanitarian organization (including UN agencies, ICRC and NGOs) is another significant factor for increased NGOs access to media.

NGOs do not only aim to increase their access to media; they also use communication for building organizational branding (Cottle and Nolan, 2007, p864). The organizational branding is a direct response to increased competition in the field as well as in media space. Therefore, "[s]o-called ''brand awareness'', by definition, seeks to differentiate the public's awareness of particular organizations" (Cottle and Nolan, 2007, p865). NGOs are not only building and promoting their brand but invest resources in building and protecting media image (Cottle and Nolan, 2007, p864). Furthermore, the NGOs "are becoming news sources themselves through their use of digital media platforms" (Conrad, 2015, p277). Schudson notes that some NGOs such as Human Rights Watch or Amnesty International "take seriously the precepts of factual reporting" (2011 in Powers, 2016, p403). Powers (2016, p406) also finds that these NGOs prepare some of their research outcomes in press releases or multimedia stories to resemble journalistic pieces that echo back to the notion of mimicking news formats. These developments have a profound impact on the way how humanitarian NGOs profile their communication and they approach how public advocacy, for example, Kony 2012 campaign (Engelhardt and Jansz, 2014). They also modify how media report on humanitarian issues as discussed next.

2.1.3 Media coverage of humanitarian emergencies

Media reporting from and about humanitarian emergencies has been in the focus of academic scrutiny for decades. The Gulf War in 1990 and continuous coverage of it by CNN sparked a discussion about the so-called CNN effect. The concept presumes that extensive media coverage of humanitarian emergencies can trigger political response. (Robinson, 2002; Nohrstedt, 2009) This assumption could be a crucial for public advocacy strategies, however, other scholars questioned the CNN effect theory and articulated numerous limitations to it (Gilboa, 2005). Similarly, there has been a comprehensive discussion about the concept of compassion fatigue. It supposes that continuous coverage of human suffering leads to lessening of compassion over time. (Moeller, 2002)

A different and rather descriptive perspective of evaluating media reporting about humanitarian emergencies is a strand of research that aims to map topics and regions of interest. In general, studies show that international reporting is unbalanced and fragmented regarding coverage of particular regions of the world. Usually, some countries receive widespread attention, and others are underplayed. As also Bacon and Nash (2003) who studied how media in Australia cover humanitarian issues concluded. Additionally, they found that media prefer themes organised around conflict and violence. Furthermore, their finding suggested that news organisation extensively quote different spokespersons over people directly affected by a humanitarian disaster. At least two of these aspects – location and sources, are closely connected to limitations of access to the field for journalists.

Other scholars focus more on the quality rather than quantity or impacts of the coverage and criticise it for many shortcomings. For example, Cottle and Nolan characterised the media coverage of humanitarian crisis by "fleeting coverage", showing "the pornography of suffering" rather than "issues of structural disadvantage or the politics", normalising "calculus of death", and reinforcing "a prism of ethnocentrism and Western-led interests" (2007, p863). Conrad discusses the role of photography in covering humanitarian emergencies. He points out several issues linked to depicting such topics in pictures, but most of them can be generalised to other journalistic styles as well. Conrad claims that media reinforce "stereotypical portrayals of the nameless, passive, poverty-stricken victim" (2015, p279). This public image of humanitarian emergencies and those affected by them goes against the core mandates of international social work (IFSW, 2020a).

Other scholars, including Slim (2015) and Chouliaraki (2010) also stress the importance of framing. Chouliaraki's (2010) critique of post-humanitarianism communication mentioned in the previous section can be extended from the humanitarian organisation to the media. As

Conrad highlights, Chouliaraki's, as well as Moeller's theories, arrive at the same result "that global crisis reporting is supporting a culture that commodifies poverty" (2015, p280). Furthermore, the academic criticism is echoed by the criticism of the aid sector as the survey 'Attitudes towards media coverage of humanitarian issues within the aid sector' (Scott, 2018) suggests. Aid professionals evaluate the coverage as selective, sporadic, simplistic and partial. The research divides on the question of whether increased media access changes the way how media report about the world. Waisbord (2011) analysed the power of NGOs in Latin America to change news and concluded that the results depend on numerous hard to predict factors. While adopting the so-called media logic is one element of increased NGOs' access to media space, Cottle and Nolan believe that it is "predisposed to produce fleeting, shallow or questionable coverage at best" (2007, p869). They also point to over-use of celebrity "that has become uncritically assimilated into NGO communications strategies" (Cottle and Nolan, 2007, p868) what is reflected also in media coverage of some humanitarian issues.

Some scholars suggest that NGOs stimulate media to cover a broader range of countries. While others observe that NGOs accept the existing norms and formats in news media and therefore, reinforce the status quo characterised by unbalanced reporting that focuses on a small number of countries and issues (Powers, 2015a). Powers (2015a) researched the presence of humanitarian and human rights NGOs in the US news media in between 1990–2010. He found both arguments to have empirical support to some extent. While NGOs appear as sources or references, especially concerning countries "where the media spotlight is already shining" (Powers, 2015a, p12). At the same time, when it comes to "NGO-driven articles", these "appear most likely in countries outside the media's primary zone of interest" (Powers, 2015a, p12). That suggests that NGOs can drive the media coverage from countries outside the news media focus.

With covering asylum and migration emergency in Europe, one of the most relevant and recent studies has been done by Chouliaraki and Stolic (2017) whose build on the representation of those in humanitarian need. Their analysis found the polarised presentation of refugees as victims or as evil-doers as the main characteristic of the visual reporting of the so-called European refugee crisis in 2015/2016. They claim that media "perpetuate the ambivalence of the refugee as either a sufferer or a threat, yet never a human" (Chouliaraki and Stolic, 2017, p1165). Although refugees might receive attention and visibility in media "they are not the ones in control of it" (Chouliaraki and Stolic, 2017, p1171), this results in foreign reporting that criticised as orientalist and ethnocentric led by Wester interest (Cottle and Nolan, 2007). Ultimately, the misleading media coverage of humanitarian emergencies is not only contrasting

with the goals of public advocacy in social work (Cox, Tice and Long, 2017), but also to the ethical principles and overall aims of international humanitarian and social work (IFSW, 2020a; IFSW, 2020b; Sphere Association, 2018).

2.2 The normative frameworks of humanitarian work and journalism

Normative frameworks under which organisations, as well as individuals, operate influences how humanitarian NGOs communicate and media report about humanitarian emergencies. Powers defines a normative framework of journalism as "the ideal functions of journalism, of what the press ought to do" (2015b, p432). Similarly, a normative framework of humanitarian work could be defined as the ideal functions of humanitarian work, of what the humanitarian actors ought to do. Analogically, Slim talks about "code of conducts or laws that set out a framework to govern professional practice" (2015, p41). And he also explains how these frameworks are to be used in practice that almost every time requires interpreting the principles, balancing them and then choosing the appropriate response. The following two sections describe basic professional norms, and then introduces normative frameworks for humanitarian work based on Dijkzeul and Moke (2005) and journalism based on Powers (2015b) that the research part of this thesis uses.

2.2.1 The normative frameworks of humanitarian work

The humanitarian field has widely accepted and implemented four humanitarian principles – humanity, impartiality, neutrality and independence (Slim, 2015, p5). Documents including Humanitarian Charter, Code of Conduct and Sphere Standards that has established a base for current humanitarian ethics elaborate on them (Sphere Association, 2018). Another guiding ethical code for international humanitarian and social work is Global Social Work Statement of Ethical Principles (IFSW, 2020b) which highlights values such as respect to human dignity, promoting social justice, human rights, right to self-determination and participation. It also stresses the importance of confidentiality and privacy, as well as professional integrity. Additionally, Cox, Tice and Long claims that advocacy "should be foremost centered on client needs and desires" (2017, p60) and suggest following ethical principles for public advocacy in social work: 1) advocacy should encourage client's self-determination, 2) avoiding self-interest advocacy, 3) reflection on advocacy for individual benefits versus community benefits, and 4) building pathways to allow "groups of people to access resources, rights and opportunities, and allow them to improve their life circumstances" (2017, p61).

Even though there are standard bases that clearly and in detail, describe the norms of humanitarian action, it does not mean there is a unified normative framework of humanitarian work. For example, Donini claims that the field observes at least two approaches to humanitarian ethos, one being "values of compassion and charity" and "the other the change and transformation of society" (in Slim, 2015, p5-6). Slim (2015) stresses that even though there is a general acceptance of the humanitarian principles, their perception can differ among organisations. That ultimately lead to differences in frameworks under which they operate.

Dijkzeul and Moke (2005, p675–679) observe continuum that shows different positions of a humanitarian organisation regarding humanitarian principles. They present two dividing lines (see Appendix 1). The first axis is operational and regards a relationship to states and donors – it poses independent work against subcontracting their work from governments. The second axis concerns a relationship to the populations affected by an emergency and therefore, protentional recipients of humanitarian and social assistance. It runs from impartiality (need-based deliverance of aid) compared to solidarity (an explicit choice to support a particular group of people and their political cause). The solidarity approach often favoured by religion-motivated organisations would not probably resonate with Slim as he concludes that humanitarian action should be guided by needs-based impartiality that "depends on evidence about needs" (2015, p58). At the same time, even Slim acknowledges that organisations might have practical reasons for choosing to focus on a specific need and group. Therefore, this thesis uses Dijkzeul and Moke's (2005) continuum as a normative framing of humanitarian work as the authors created it in order to understand humanitarian communication of different actors.

Dijkzeul and Moke (2005, p690) argue that communication staff of humanitarian organisations must know these guiding principles of humanitarian action and act upon them, respectively. As humanitarian organisation might differ, for example, in their will to collaborate with others and subcontract their work, this orientation should be also reflected in public campaigns and likewise when it comes to collaboration with journalists. Furthermore, public communication, particularly on the field level, should focus on explaining these guiding norms, especially in an increasingly volatile environment of humanitarian emergencies. Regarding communication, CONCORD (2006) offers Code of Conduct on Images and Messages. Among other principles it includes recommendation to include messages and images that "to improve public understanding of the realities and complexities of development" (CONCORD, 2006). It also states that NGOs should avoid sensationalisation and enforcing stereotypes and do not publish without a consent. According to Slim (2015, p86), humanitarian advertising and communication should respect Article 10 of the Code of Conduct and work only with dignified

human imagery. Failure to accept this leads to criticism on similar points as a criticism of media reporting about humanitarian emergencies – including notions of disaster pornography, othering and orientalism, or victimisation.

2.2.2 The normative frameworks of journalism

Unlike the humanitarian field, the news media does not hold any universally curated and accepted code of norms. Instead, there is a large number of codes of ethics set up by particular news media or professional journalism organizations as well as academic accounts on that issue. For example, McBride and Rosenstiel (2014) set up the guiding principles for journalists in the 21st century as 1) seek truth and report it as fully as possible, 2) be transparent, 3) engage community as an end, rather than as a mean. A comparative study of 18 countries identified the following shared principles of journalism: detachment, non-involvement, providing political information and monitoring the government (Hanitzsch, T. et al., 2011). Furthermore, the authors also observed that respondents mostly valued impartiality, and reliability and factualness of information. Authors of the research, however, found differences in the level of intervention and approaching separation between facts and opinions that is one of the sources of objectivity.

Historically, the norm of objectivity has evolved as journalism mantra since the 19th century, especially in the Western media space. Schudson defines objectivity as a norm guiding "journalists to separate facts from values and to report only the facts" (2001, p150). Furthermore, objectivity also supposes the neutral tone of reporting and fair representation of all significant sides of the opinion spectrum. However, as long as objectivity established itself as a cornerstone of professional journalistic values, it has also been questioned from the practical as well as a political point of view. From a practical stance, objectivity is perceived as ideal and acknowledge that it is unattainable to achieve objectivity in full. It is especially under constraining conditions such as war and crisis reporting when objectivity is most challenged. In that sense, Carpentier and Trioen (2010) view a gap between objectivity-as-a-value and objectivity-as-practice. The objectivity divine is, however, an issue rooted in history. Already in 1975, Janowitz discussed two models of journalism that seem to compete over the notion of objectivity. While proponents of the gatekeeper approach favour scientific methods for finding the truth, advocate approach highlighted the role of the journalist as critic and interpreter.

These discussions about objectivity and the role of journalist have reflected the ideological focus and operational practice of individual news media. Powers (2015b) discusses three models of the normative framework of journalism. He establishes them on these different

stances – the elite liberal theory of public discourse defined by Baker (2002), the democratic participatory framework as recognized by Ferree et al. (2002) and the radical constructionist perspective as described by Christians et al. (2009). These models differ in the group that they are the most concern and create a continuum from elite-focus to a general public ending with "individuals and groups located at the social periphery" (Powers, 2015b, p432).

The elite liberal theory approach seems to be the most common among Western media. The role of media in this model is to inform the public and act as a watchdog of authorities. It is the elite liberal theory that gives preference to governmental sources the most of all the three models. Values of objectivity and detachment that creates a base for independent reporting are core principles of this approach. According to the democratic participatory model, journalists should facilitate a discussion across different social groups. They should also give access to voices that do not occur under expert knowledge. The radical constructionist perspective favours reporting that "can address the "roots" of social problems" (Powers, 2015b, p433). Traces of these two models can be recognized in new approaches to reporting – such as constructive journalism (McIntyre and Sobel, 2017; McIntyre and Gyldensted, 2017), solution journalism (Solution Journalism, 2017) or peace reporting (Galtung, 2003).

2.2.3 Intersecting humanitarian and media norms

Historically, there has been a perception of a fundamental difference between media and NGOs. As Powers puts it, media "aspire to produce 'objective' information in the public interest" and NGOs "strategically use media to make claims about specific issues" (2016, p403). Conrad also concludes that NGOs, including their audience, "ultimately operate outside of long guiding journalistic norms" (2015, p286). Janowitz (1975) distinguished different values that media and NGOs were committed too. He ascribed the classical values of accuracy, factuality and balance to journalists, while he suggested that NGOs were committed to social change through advocacy and participation.

Some scholars in the field of humanitarian communication are sceptical about processes that merge media and NGOs. For example, Cottle and Nolan argue that "in order to attract the media spotlight they [NGOs] deploy communication strategies which practically detract from their principal remit of humanitarian provision and symbolically fragment the historically founded ethic of universal humanitarianism" (2007, pp863-864). In contrary, Powers summarises several studies that "suggest potential points of overlap in the values of NGOs and journalists (e.g. broad notions of the public good)" (2016, p403). Moreover, he also partially confirms this assumption with another inquiry.

Powers's research on leading humanitarian and human rights NGOs' communication reveals their guiding values – that are "accuracy, pluralism, advocacy, and timeliness" (2016, p401). The research (Powers, 2016) focused on human rights and humanitarian NGOs that beside PR and communication work focused on information gathering and reporting on issues of their interest. This is a valid example of public advocacy. The two largest of such NGOs are Amnesty International and Human Rights Watch. It should be noted that there is a difference between human rights and humanitarian NGOs. Human rights work includes a specific "adversarial focus on assessment, appeal and negotiation" (Slim, 2015, p17) and is mostly in line with advocacy seen from the Global Definition of Social Work (IFSW, 2020a). While humanitarian work also does public advocacy, it is more limited by operational needs and restrictions. However, in practice, many NGOs do simultaneously humanitarian as well as human rights work.

For this reason, Powers' study (2016) on values that guide the work of researches and communication officers of human rights and humanitarian organisations can provide insight towards the overlaps of humanitarian and journalism principles. He concludes that the researchers were committed to accuracy and evidence-based reporting, pluralism, advocacy and timeliness. The first two are very closed to the journalistic values of accuracy and balance of sides and opinions. The value of timeliness could seem to be similar to an ideal precondition of journalism that aims to report on novelties, undergoing events and other up-to-date issues. What differs in the perception of timeliness in between media and NGOs is the motivation for reporting. Powers (2016, p412) clearly states that the NGOs' researchers did not perceive the articulated values of timeliness as the timeliness of the 24-hours news cycle. Instead, they want to provide "timely information that can be used to halt social injustices and motivate international action" (Powers, 2016, p412). Still, the focus on current evens makes it easier to fit the reports into the news media cycle and get coverage of the topics. However, the value that distinguishes the widespread perception of journalism from NGOs work is the value of advocacy as highlighted by Janowitz (1975) decades ago and discussed above.

Powers (2015b) also suggests that the complementarity or incompatibility of humanitarian and journalistic norms depends on normative frameworks that each field or particular media and NGOs, as well as individual journalists and humanitarian workers, are endorsing. He evaluates the compatibility of NGOs and media, applying the three frameworks of journalism described above. Elite liberal stance claims that "NGOs are expected to conform to those ideals [of objective reporting] when seeking publicity" (2015b, p433). In the democratic participatory framework, NGOs have a stronger position as "important vehicles for

the expression of public concerns" (Powers, 2015b, p433). Moreover, as this framework seeks to give voice to expert knowledge, NGOs can act as vehicles that bring important issues to the media agenda. Within the radical constructionist perspective, NGOs have a particular role. They should not be privileged speakers in the public sphere, but rather facilitate access of voice from the social periphery to media. NGOs can also act as actors challenging the status quo. Powers (2015b, p434) concludes that the current state of NGO–journalist relations are the most in line with the elite model as they adapt the media formats and norms.

Furthermore, "some small segment of NGOs […] become "elites" (Powers, 2015b, p434). In line with this observation, it can be argued that journalists endorsing the elite liberal approach should also act as watchdogs to the humanitarian NGOs sector. However, that can potentially hamper the NGOs' willingness to cooperate as they might want to protect their public image. Hence, it can be expected that if a journalist applies the democratic participatory approach or the radical constructionist perspective, he or she might find the collaboration with NGOs easier. Furthermore, Ramaker, Stoep and Deuze (2015) view the value of transparency, for example about the conditions of reporting, as a possible solution for ethically challenging situations. And journalists could also apply it to those connected to collaboration with NGOs.

2.3 Humanitarian and human rights NGOs and journalists in the field

The previous sections have argued that humanitarian NGOs and journalists reporting on humanitarian emergencies do not only occupy the same thematic space; they also actively engage with each other. The recent changes in the humanitarian field as well as in the media, have further boosted this collaboration. It influences reporting as well as communication and advocacy strategies of humanitarian NGOs, and that has an impact on the public picture of humanitarian emergencies. Furthermore, humanitarian NGOs and journalists not only share virtual thematical frontlines of humanitarian emergencies, but they also meet in the field. This section first focuses on modes in which humanitarian NGOs might facilitate access to the field for journalists and implications of it. Later, there are discussed several ethically challenging situations that might journalists encounter in the field with the focus on the recent European refugee and migration emergency. In the end, the argument is summarised, and research questions are introduced.

2.3.1 Humanitarian and human rights NGOs facilitating journalists' access to a field

Modes in which humanitarian NGOs facilitate media access to the field, stories and sources can range in different levels of mutual interaction. As mentioned above, humanitarian and human rights NGOs might act as news sources and therefore facilitate indirect media access to the field through providing journalist stories, pictures and information that he or she can use for covering a topic from a distance. More directly, humanitarian NGOs might act as actors that put journalists in touch with individuals directly involved or impacted by the crisis. These can be done through remote communication tools (for example, email, telephone or videoconferences), but also directly in the field. Powers reminds that "[s]ome scholarship suggests […] that NGOs play a key role in connecting reporters with individuals on the ground that can dramatise events" (2015a, p14).

Humanitarian and human rights NGOs can also facilitate media access to the field by connecting journalists to their field delegates and helping with accessing remote locations (Cottle and Nolan, 2007, p867). So-called *beneficent embedding* goes a step further and not only facilitate access, but it also allows journalists to stay with NGO delegates in the field similarly as journalists embed with military units during wars. This form of journalists' presence in the conflict was prominent in the 2003 Iraq War and can be viewed as a form of military control over media. At the same time, continued presence in the field can lead to a more profound understanding of the context in which NGOs operate.

Similarly, NGOs can invite journalists to accompany them during reporting trips that the NGOs organised for their purposes. For example, according to Powers, leading NGOs such as Human Rights Watch or Amnesty International, "[o]ccasionally, […] pay professional photographers freelance rates to accompany researchers on their reporting trips" (2016, p406). In this case, NGOs and journalists become fairly closely connected, and it could be argued that they are rather co-workers than simple collaborators.

Another model under which NGOs might facilitate media access to the field is organising and funding reporting trips. Powers summarise Conrad's (2015) and Coward's (2010) studies by saying that they "have suggested that NGOs perform increasingly important functions in funding research trips" (Powers, 2016, p403). In contrary, according to Cottle and Nolan, given the financial constraints, NGOs' funded trips, as well as beneficent embedding, are "increasingly rare" (2007, p867). Both observations can have some relevance as NGOs might seek new ways on how to organise media trips. For example, humanitarian NGOs might choose to fund easier and cheaper to access locations or fund such trips as a part of large educational projects for which they receive governmental or other grants. Furthermore, besides

the humanitarian and human rights NGOs that engage in facilitating journalists' access to the field, there is a rise of specific reporting projects that are funded by different 'journalistic' foundations that receive donors support from other foundations and NGOs active in the field (Conrad, 2015). For example, the US leading financier for foreign reporting, the Pulitzer Center on Crisis Reporting, is funded by the Bill & Melinda Gates Foundation, Humanity United, Carnegie Corporation of New York, and the McCormick Foundation.

An experimental way in which an NGO facilitated media access to the field was Yellow Boats Project that took place in the Mediterranean Sea in October 2015. As described in the Polis report 'Rescue or report: The ethical and editorial dilemmas of crisis journalism' (Olsson, 2017), journalists from two Swedish daily newspapers Svenska Dagbladet and Aftonbladet owned by one publisher Schibsted went on a rescue boat of a Swedish NGO the Sea Rescue Society. The NGO operated with the permission of the Greek government and saved migrants from the sea. The journalists joined the rescue works and afterwards reported on that. In 2016, the project won the award Best Brand Awareness Campaign by the International News Media Association. Reflecting on the project, media scholar Sallyanne Duncan of the University of Strathclyde in Glasgow suggested that NGO and media organisation should create an ethical contract before embarking on such a project (Olsson, 2017, p13). The project also revealed a question related to the digital spectacle of humanitarian action and limitations when it comes to impartiality and critical journalistic stance.

Modes in which NGOs decide to facilitate media access to the field can influence the aspect of protecting organisational branding. Even though positive coverage cannot be guaranteed, "some NGOs […] seek to draw up agreements when facilitating the field to journalists and film crews prior to their visits" (Cottle and Nolan, 2007, pp866–867). In this sense, Conrad reminds that NGOs "hold considerable influence over the reporter who is actually covering such stories" (2015, p286). This influence can be fuelled and strengthen by fear of a lousy reporting "that may dramatically affect [NGOs] income and organisational survival" (Slim, 2015, p104). At the same time, the NGOs might mimic the media logic related to pitching, creating and packaging news stories also in the field in order to assure that their resources invested in facilitating media access to the field would result into a coverage of the topic.

A crucial variable in deciding whether an NGO wants to engage and collaborate with journalists in the field directly might be the dichotomy in between protecting humanitarian NGOs branding as well as principles and accepting media values and working logic. According to Powers (2015b, p428), the concept of "boundary work" by Gieryn (1983) can help to explain

different stances of NGOs engaging with media. Some might be keen to play a supplanting role for diminishing newsroom resources and use it as an opportunity to strengthen their position in the field as well as achieve their mission including public advocacy. Other might be rather careful not to cross the troublesome boundary line in between aid, advocacy and journalism. Similarly, journalists might be vigilant to engage in a relationship that could cross a boundary of their profession.

2.3.2 Journalists in humanitarian emergencies and beyond

Humanitarian and human rights NGOs are in a specific power position towards journalists during the field collaborations. They are the gatekeepers to locations and sources and often also risk managers. As a consequence, journalists might experience more ethical pressures during such collaboration in addition to the typical fieldwork dilemmas. The pressure that has been already highlighted above is the issues of advocacy and embedment. Even though, individual journalists, as well as media houses, differ in their perception of what is news reporting and advocacy, it remains an important issue to be resolved on an organizational as well as individual level when entering a collaboration with an NGO. For example, Olsson (2017, p2) suggests rehearsing scenarios of situations in which a journalist might need to choose in between advocacy and involvement or staying on the side of events.

Taking action in a field might hamper journalistic objectivity that is already under extreme pressure while covering humanitarian emergencies. As Carpentier and Trioner demonstrate on the case of Iraqi War in 2003, journalists working in the extreme field conditions such a conflict or disaster experience "the gap between objectivity-asa-value and objectivity-asa-practice" (2010, p311). In result, journalists working in the field compensate for the unattainability of objectivity with different strategies that increase transparency about these limitations. For example, they might be very critical towards their sources, use the first-person narrative or reveal their working conditions (Carpentier and Trioner, 2010; Vandevoordt, 2016; Karasová, 2017). At the same time, journalists might measure the level of transparency to the safety of their sources, especially those vulnerable. These might be minors but also people prosecuted on the bases of their identity or fleeing another danger.

Chouliaraki and Stolic derive from the analysis of media coverage of the European refugee crisis in 2015/2016 and advocate for "media responsibility towards vulnerable others" (2017, p1162). Responsibility in their terms goes beyond pure sources of protection from harm. They build their claim on the work of Silverstone (2002) who links responsibility in mediated communication to ethics and observes two pathologies of such a responsibility – complicity

and collusion. In this context, Chouliaraki and Stolic (2017, p1166) warn about "an ethnocentric ethics" that is deeply rooted in the us–them divine and "a pathological practice of othering" (Chouliaraki and Stolic, 2017, p1173). To overcome these issues, Chouliaraki and Stolic offer Cavarero's (2000) substantive responsibility that they define as a responsibility that "begins from the human capacity to establish communities of belonging through the sharing of stories" (2017, p1174). In practice, lives of refugees, and more generally of 'others', should be taken as worthy story-telling material on the broader perception including their roots, aspirations, opinions and expertise. In result, they should appear as "speaking and acting subject[s]" (Chouliaraki and Stolic, 2017, p1174) what could be encouraged for example by using images or diary entries that they took, or they wrote.

However, this approach might conflict with other ethical considerations. For example, Conrad (2015) opens the issue of making money from the suffering of others that journalists, but also humanitarian workers or more specifically communication officers of humanitarian and human rights NGOs, might be accused of because they do not take direct action to prevent or decrease this suffering. Journalists might argue that "their collective responsibility is to signal that a crisis is occurring to other actors who are better positioned to help those in need" (Conrad, 2015, p275). In results, journalists are somewhat careful about getting involved in the action of rescue as that could harm not only media objectivity and neutrality, but also alter the events and limit their means to observe a situation. In contrary, Olsson acknowledges that "[s]mall interventions can add a human element to a story" (2017, p2). However, she also warns that it might distract the focus of media coverage from those suffering to those helping them and creates journalists–centred reporting.

Similarly, that can happen as a result of embedment in the case when journalists focus more on the work of an NGO rather than on recipients of humanitarian and social assistance and a comprehensive root of their circumstances. It does not mean that journalists should not cover the work of NGOs. For example, solution journalism offers a framework to scrutinize the work in order to expose the problem but also proven ways to contribute to solving it and their limitations (Solutions Journalism, 2017). Ultimately, when it comes to the question on rescue or report, journalists face their-own individual value systems and responsibilities as human beings.

The field dilemmas discussed in this section are interconnected with each other. They are also closely linked to the question of how individual motivations and ethical obligations are connected or conflicting with those professional ones. Slim (2015) acknowledges that professional ethics presumes that some obligations are inherent to acting in the professional

role of a humanitarian worker (or similarly a journalist). Traditionally, humanitarian workers should rescue, while journalist to report. Crossing this divine might both professions perceive as crossing the professional boundaries.

2.3.3 Norms of facilitating media access to the humanitarian field

With recent changes in humanitarian and media landscape, there is an increasing number of media–NGOs interaction, including direct cooperation in the field during humanitarian emergencies. For example, humanitarian and human rights NGOs might use this interaction in public advocacy and media to access remote locations. Even though both fields might share some of their underlying values, such as accuracy and pluralism/impartiality, there are also fundamental differences between journalistic and humanitarian values. Furthermore, the extent of such differences seems to be influenced by particular normative frameworks under which specific news media organisations, humanitarian and human rights NGOs, as well as individual journalists and humanitarian workers, operate.

The academic research has examined how the changing landscapes influence communication practices of NGOs and reporting on humanitarian emergencies. However, only a little work has been done researching how does increasing interaction between humanitarian and human rights NGOs and media influence norms and normative frameworks of the actors specified earlier. Only limited research is available on a specific form of such an interaction that is direct facilitation of journalists' access to the field by humanitarian NGOs through arranging access to staff, recipients of humanitarian and social assistance or places of operation; beneficent embedding; and reporting trips.

As Slim reminds "[r]egardless of law and principle, the delivery of humanitarian aid and protection remains operationally challenging and problematic" (2015, p6). Analogically, it could be argued that NGO–journalism field trip collaboration might be striving for a common ethical framework, but they remain challenging in the field. This thesis aims to supply the missing academic scrutiny, understand the field challenges and investigates a relationship between journalists and humanitarian and human rights NGOs professional values and normative frameworks during their field trip collaboration with the focus on reporting trips about migration to Europe in the recent years. It aims to answer the following questions:

RQ: How do professional values and normative frameworks of journalists and humanitarian and human rights NGOs impact their perception of ethically sensitive situations during NGO–journalists field trip collaborations in covering humanitarian emergencies with the focus on

migration and how do professional values and normative frameworks of these actors factor preventing and solving these situations?

SQ1: According to which professional values and normative frameworks do journalists, and humanitarian NGOs operate during NGO–journalists field trip collaborations?
SQ2: Which situations are considered potentially ethically sensitive by journalists and humanitarian NGOs during NGO–journalists field trip collaborations and why?
SQ3: How do professional values and normative frameworks influence preventing and solving the ethically sensitive situations during NGO–journalists field trip collaborations?

3 Methodology of the research

To address these research questions and gain a better understanding about the relations in between ethical values and attitudes, decisions and behaviour during NGO–journalist field trip collaborations in humanitarian emergencies, the research employs qualitative methods of data collection and data analysis. The chosen methods allow for an in-depth understanding of the studied phenomena and are suitable for under-researched topics (Bryman, 2016) and for studying topics in context-specific settings (Golafshani, 2003). As it has been argued above, the lack of academic research in the theme of NGO–journalists field collaboration is evident and therefore, the chosen methods are suitable. They could generate a hypothesis for further quantitate research that would allow for drawing broader conclusions, as qualitative research pose limitations to a generalisation of findings (Bryman, 2016). Furthermore, another constraint regarding generalisation of results comes with the specific focus regarding NGO–journalists field trip collaborations investigated in this research as discussed in the operationalisation of research questions section.

I chose in-depth semi-structured interviews as the data gathering method. Also, I utilized other primary and secondary data as a preparation for these interviews. The data used included programmes of the field trips, published media outputs and field observations during the field trip to Bosnia and Herzegovina, in which I participated as a journalist. The method of qualitative interviews provides relevant and feasible primary data. Possible secondary data, such as published outputs, personal diaries, and project reports, would be difficult to gather in an amount that would saturate the data analysis need. Furthermore, they would not grant that deeply rooted personal motives could uncover.

In contrary, in-depth interviews are "well suited to the exploration of attitudes, values, beliefs and motives" (Richardson et al., 1965, Smith, 1975 cited in Bariball and While, 1994, p329). Field observations helped me to prepare for these interviews as well as to skip some general and descriptive questions and ask more for explanations, perceptions and attitudes. Furthermore, according to Brink (1993, p37) and Shenton (2004, p65), triangulation of methods can increase the validity and credibility of the research. The following sections explain how I conducted the interviews and which questions I asked.

Afterwards, the collected data were analysed through thematic analysis. Despite that method of qualitative analysis has quite loosely established methodological framework with many individual researchers' adaptations, it is also flexible enough to allow for data-driven inductive and theory-driven deductive sampling and to map complex topics with numerous themes and interpret their patterns, characteristics and links. For example, Roberts et al. confirm

that thematic analysis is "a particularly reliable approach to handling data" (2006, p43) with sufficient reliability and validity. To further ensure these qualities, the comprehensive process of the analysis is described in the following sections. The detailed elaboration of the research process also aims to assure credibility, transparency and potential transferability of the research (Shenton, 2004, p69).

Inclusion of "participants' verbatim accounts" (Roberts et al., 2006, p44) and "disconfirming evidence[s]" (Brink, 1993, p37) in the findings chapter further support the validity of the research. At the same time, I included a comprehensive and representative variety of examples that "reflect the range and tone of responses generated" (Roberts et al., 2006, p44) and avoid possible distortion of the research. Furthermore, I reflected on disconfirming as well as confirming evidence also during the interviews and analysis. As I was personally involved in one of the focus field trips, and I had known some of the interviewees on a personal level, I was attentive to possible bias. Due to limitations of this research, I could not use peer techniques such as collaboration, peer debriefing and scrutiny, or member checks (Creswell and Miller, 2000; Shenton, 2004) to ensure reliability and validity of qualitative research. However, I was reflecting on the research process, and I describe it rigorously and transparently in the following sections.

3.1 Operationalisation of research questions

As the argument of the previous chapter has explained, this research aims to explain how ethical frameworks affect work of humanitarian and human rights NGOs and journalists while they collaborate during a field trip organised by these NGOs. Furthermore, it aims to understand the perception of both actors regarding ethically sensitive situations occurring during this collaboration. As a starting distinction of the ethical frameworks, the research adopts the characteristics of three normative frameworks of journalism summarised by Powers (2015b): the elite liberal theory of public discourse, the democratic participatory framework and the radical constructionist perspective (see Chapter 2.2.2). For the ethical frameworks of humanitarian work, I employ the Dijkzeul and Moke (2005) two-axis model – the independent work vs subcontracting, and impartiality vs solidarity (see Chapter 2.2.1). Therewithal, it respects a self-definition of an individual ethical framework for each journalist and NGO workers.

Building on Slim's (2015) discussion about putting ethics in practice in humanitarian emergencies, the research establishes the following definition of an ethically sensitive situation. *It is a situation in which there are several competing professional values or ethical principles*

which humanitarian and human rights NGO workers or similarly journalists have to resolve. Alternatively, a situation in which the actor is not able to reach up to his or her professional values or ethical principles.

Based on the perspectives on potentially conflicting issues during an NGO–journalists field trip collaboration discussed in the previous chapter, the research considers not exclusively the following ethical sensitive situations relevant to NGOs: adapting pitching and framing topics in order to assure that the stories would be published; protecting organisation public image; and protecting people involved in the field trip (including NGO staff, participating journalists, official representatives, the beneficiary population and recipients of humanitarian and social assistance as well as the general public) from harm. Regarding ethically sensitive situations possibly faced by participating journalists, the research not exclusively focuses on the unattainability of objectivity, the issue of embedment and advocacy, the trade-off between source protection and transparency, the notion of responsibility and the rescue or report dilemma.

As it has been already highlighted, all the described ethically sensitive situations do not cover the full list of possible situations that could fit the definition of an ethically sensitive situation. Furthermore, this research aims to validate whether respondents perceive the listed situations as ethically sensitive and whether there are different situations that NGOs workers or journalists apprehend as ethically sensitive or challenging. In this sense, the research does not test any hypothesis but openly investigate literature-based propositions on potential benefits and risks of NGOs–journalists field collaboration and intersecting of humanitarian and media ethics. Furthermore, the focal point is not merely applying professional principles in specific situations, but also how "they are typically interpreted from within a situation" (Slim, 2015, p117). Ultimately, this research aims to grasp how this negotiations impact actor's behaviour in these situations.

While the general propositions of the research could be tested in many different humanitarian emergencies, for this thesis, the research focuses on an NGO-journalists field trip collaboration related to coverage of people on the move in Europe since 2015. The so-called European refugee crises has attracted increased media attention, especially in 2015 and 2016. The proximity of the emergency has opened an opportunity for journalists to cover this topic directly from the field, but also to humanitarian and human rights NGOs to organise media field trips to diversify the media coverage, especially after the crises has started to fade away from the media spotlight. That is also the case of three field trips included in this research: 1) a field trip to Bosnia in December 2019 with an international human rights NGO, 2) a field trip to

Slovakian–Ukrainian border in November 2019 and 3) a field trip to Passau in Germany in April 2019. Czech, Slovak and Estonian humanitarian and human rights NGOs co-organised the two latter mentioned field trips as a part of a project supported by British Ethical Journalism Network. Some organisers and participants of these trips constitute the research sample and more details about them, and the trips are elaborated in the next sections.

3.2 Sample

The method of judgment sampling (Marshall, 1996, p523) was used to constitute the sample. First, I chose particular field trips. Primary criteria for a selection were: 1) the field trip focused on the issue of migration to Europe, 2) it was organised by humanitarian or/and human rights NGO, 3) primary participants of the field trip were journalists, 4) the field trip was organised in 2019. The fact that I had got the opportunity to personally join a field trip to Bosnia and Herzegovina in December 2019 shaped the selection criteria.

Then, I purposively searched for trips with similar characteristics but being organised by other NGOs. I found a project of Czech, Slovak and Estonian NGOs that focused on media coverage of the recent migration to Europe. As a part of that project, the NGOs also organised media trips, mainly for journalism students. I chose two of these trips to include in this research. The main reason for including other field trips was the effort to have at least two different approaches to compare. An additional reason, why I decided to include these field trips, was the fact that the British Ethical Journalism Network was a unique host in the project, and I anticipated that this could provide a deeper understanding of the issues of ethics of NGO–journalist collaboration. A brief characterisation of the field trips is in the following table.

Table 1 Field trips including in the research

Location	**Date**	**Topics**	**Organizers**
Bosnia and Herzegovina	December 2019, 8 days	Human trafficking in Balkan, humanitarian situation of 8,000 migrants in Bosnia, migration to EU, border control	International human rights NGO
Slovakian–Ukrainian border	November 2019, 3 days	Human fatalities related to migration, migration to EU, intercultural region, border control	Slovak, Czech and Estonian humanitarian and human rights NGO
Passau, Germany	April 2019, 4 days	Integration of refugees from years of 2015 and 2016, migration to EU, border control	Czech, Slovak and Estonian humanitarian and human rights NGO

After selecting the focus field trip, I contacted the organisers with a request for a research interview, and I also asked them to share with me a programme of the field trips and to put me in contact with participants of these trips. That was not necessary in the case of the field trip to Bosnia and Herzegovina as I had had contact details of participants as well as the programme document. From the nature of the field trip collaborations, I expected that more journalists than NGO workers would represent the sample. I specified the following criteria for selecting interviewees: 1) NGO workers who were involved with the participants during the field trip, 2) journalists or journalism student who published something in media as a result of the field trip.

I made two exceptions on these criteria. I included one NGO worker who did not take part in a field trip but who was a national coordinator of the project and was able to add general information about it. And for the trip to Bosnia and Herzegovina, I included two journalists who had not published anything by the time of the interview. Despite that, I consider them as valuable informants for this research as one had experienced from another field trips and the other with long-term volunteering in migration settings. I communicated the selection criteria

for journalists with the NGOs as I was aware that the selection of interviewees for the other two trips could be influence by a pre-selection from the side of the NGOs. In result, 5 NGO workers and 13 journalists and journalism students that participated in one of the three focus field trips constitute the sample of these research. The following table provides a brief characterisation of the interviewees.

Table 2 Interview Subjects

Interviewee	**NGO/media**	**Participation in a field trip**	**Length of the interview**
NGO worker 1	International human rights NGO	Bosnia and Herzegovina	73 minutes
NGO worker 2	Czech humanitarian and human rights NGO	Passau and Slovakian–Ukrainian border	84 minutes
NGO worker 3	Slovak humanitarian and human rights NGO	Slovakian–Ukrainian border	67 minutes
NGO worker 4	Estonian humanitarian and human rights NGO	Passau	29 minutes
NGO worker 5	Estonian humanitarian and human rights NGO	none (national coordinator of project that included trips to Passau and Slovakian–Ukrainian border)	20 minutes
Journalist 1	Dutch investigative journalists with background in long-term volunteering in a refugee camp in Lesbos	Bosnia and Herzegovina	45 minutes
Journalist 2	Hungarian journalism student	Bosnia and Herzegovina	26 minutes
Journalist 3	Bulgarian freelance journalist	Bosnia and Herzegovina	86 minutes

Journalist 4	Polish freelance journalist with background in psychology	Bosnia and Herzegovina	46 minutes
Journalist 5	Slovak freelance journalist with background in law	Bosnia and Herzegovina	36 minutes
Journalist 6	Belorussian freelance journalists based in Poland	Bosnia and Herzegovina	44 minutes
Journalist 7	Bulgarian TV reporter	Bosnia and Herzegovina	26 minutes
Journalist 8	Slovak journalist and video editor	Passau	40 minutes
Journalist 9	Czech journalism student	Passau	32 minutes
Journalist 10	Czech media studies student	Passau	36 minutes
Journalist 11	Estonian journalism student	Passau	45 minutes
Journalist 12	Estonian journalism student	Passau	39 minutes
Journalist 13	Estonian journalism student	Slovakian–Ukrainian border	46 minutes

I keep the identities of the interviewees in partial anonymity. I removed their names and names of their organisation from this thesis. As Vainio argues "anonymising research participants has an influence on the overall quality of research and therefore is also useful when no ethical risks are perceived, when participants wish not to remain anonymous or when their anonymity cannot be guaranteed" (2013, p685). According to Vainio (2013), the additional benefits of anonymisation are more independence during analysis and it facilitates turning people into examples that eases generalisating. I chose to anonymise the interviewee only partially to allow at least limited comparison in-between experience, media and a country of origin. To give the interviewees more control over the confidentiality of the data (Kaiser, 2009), I asked them whether I can reveal their nationality and job position. To replace names of the interviewees,

I use only a type of interviewee, and a number in order to avoid connotations that could arise from using pseudonyms.

The sample of journalists provides a diverse group regarding experience and media type. With one exception (a Dutch journalist with volunteering experience in a refugee camp in Lesbos), all the interviewees come from the Central and Eastern Europe region. That has to be acknowledged when making any conclusion from this research. At the same time, it constitutes a relative coherence of the research. I decided to keep the geographic outlier in the research as I consider the contribution valuable for the topic. As the NGOs are established organisation on the international level with operations in many foreign countries and international staff, the regional proximity of interviewees is more evident and relevant in the case of journalists and their media houses.

However, it is not the aim of this thesis to investigate the specifics of media in the Central and Eastern European countries. However, it should be considered that the region underwent a significant media transformation after the fall of Communist regimes that resulted in media markets with some similarities and many differences (Stępińska and Szabó, 2016). That can also impact on perception and realisation of professional values. For example, a comparative study on investigative journalism in this region found that journalist autonomy of media is more robust in countries such as Estonia, Poland, and the Czech Republic. These are countries "where legacy media has enjoyed a stronger position, where the media landscape overall has been more stable, and where public service broadcasting has been relatively stronger" (Stetka and Örnebring, 2013, p428). However, as this research employs qualitative methods and within a limited sample of cases strive to understand attitudes, values, beliefs and motives of individual journalists, I do not make any comparison related to the country of origin of the interviewed journalists.

3.3 Data collection

I conducted the interviews as online calls in June 2020 via Google Meet or Messenger apps. None of the research participants lacked access to the required technology. The online calls were the most viable option because the interviewees live in seven different countries, and it would be costly and time demanding to interview them in person. Even though face-to-face interviews are still invaluable in social research, synchronous online interviewing is a useful and satisfactory replacement (Deakin and Kelly, 2014, p603). To compensate for face-to-face conversation, I conducted video calls whenever possible. Due to technical problems, one full interview and a part of another one was only voice calls. In two cases, poor quality of the

internet connection significantly decreased the quality of the recording and made a transcription of the interview challenge. Technical problems hampered short sections of other interviews too. In these cases, I waited for re-establishment of the connection. Then I repeated a question or the latest statement that I had heard from the interviewee. The technical problems did not severely impact the focus of the interviewees. The interviews were conducted mostly in English except for two pilot interviews that were in Czech. Likewise, one part of another interview was in Czech in order to allow the interviewee to explain better their reasoning behind some actions taken.

The structure of the interview was determined by the interview guide (Appendix 2 a 3) that have two versions, one for NGO workers and another for journalists. I designed the interview guide based on the supplementary research questions and several propositions established in the conceptual framework in chapter 2 and in the section with operationalisation of the research questions. It used mainly open and indirect types of inquiries, and the interview guide included several possible follow-ups and specifying questions. The design also aimed to encourage trust between the researcher and the interviewee. Therefore, the interview started with a general question on NGO mission or journalistic experience and questions regarding professional and organisational values.

Questions related to field trip experience followed the general questions. I asked interviewees to reflect primary on the chosen field trip, but also share any other relevant experience from NGO-led field trips. That proved to be very useful and helped better saturation of data. First, I asked open questions about experiencing difficult, challenging and ethically sensitive situations. If the interviewee responded positively on these questions, I asked more in-depth inquires so the interviewee would describe the situation in detail, explain reasons why they perceive it as difficult, challenging or ethically sensitive, elaborated on solving it in the field and then reflected on in. Later, I focused on specific ethically sensitive situations that had been identified as relevant in the literature review and theoretical framework and asked a series of direct questions. The interview concluded with two open questions on recommendations for successful NGO–journalists field trip collaboration and on any other relevant topics that should be mentioned about ethics and NGO–journalists field trip collaboration.

I piloted the interview guide during the first call with an NGO worker and a journalist, respectively. I made no significant changes after the pilot interviews. As the interview was semi-structured, I used the interview guide as a general template, but each interview was highly specific as I followed up on situations mentioned and ask additional questions. I especially considered asking follow-up questions when the interviewee mentioned something that could

be interpreted as disconfirming evidence within this research. In several cases, I used "respondent validation" (Roberts et al., 2006, p44) and share my interpretation with the interviewee and ask them for validation and clarification. That helped me to reduce bias. The preparatory research that included field observation in the case of the trip to Bosnia and Herzegovina or study of the programmes and media outputs from the trips to Passau and Slovakian-Ukrainian border confirmed to be indispensable for most of the part of the interviews.

I carefully considered ethical aspects, especially issue of confidentiality as discussed above and protection from harm (Whiting, 2008, p39), as well as aspects of power relations in the interview and a possible problem of asymmetry. Therefore, I aspired to overcome the problem with "dialogic communication, which is understood as an egalitarian situation where researcher and researched share objectives and defining power" (Plesner, 2001, p472). That was possible also thanks to that I shared a collective field trip experience with some of the interviewees. In other cases, I gained information about the other field trip programmes ahead of the conversation.

Before starting the interview, I informed the interviewee about the purpose and use of the research. I also offered that I can share the results with them. I stressed that the interviewee could stop the interview anytime. Then, I clarified whether the interviewee agreed with participation in the research and recording of the interview. All participants agreed, and all interviews were voice recorded. I transcribed them with an artificial intelligence transcription app and check the transcript against the original voice recording for any mistakes to assure "technical accuracy" (Roberts et al., 2006, p43) and as a consequence also reliability of the research. I did not exclude words such as 'um, wow' etc. as they could indicate some of the non-verbal aspects of conversation the transcripts could not fully capture.

3.4 Data analysis

The transcribed data were analysed in the thematic analysis. Braun and Clarke define the thematic analysis as "a method for identifying, analysing, and reporting patterns (themes) within data" (2006, p6). As argued earlier, although it does not have a clear methodological heritage (Bryman, 2016, p584), it is a suitable, flexible and adaptable method for analysing values and motives of behaviour that are in the centre of interest for this thesis. As a methodological inspiration, I base the analysis on the approach of Braun and Clarke (2006), Braun, Clarke and Terry (2015) and my previous research (Karasová, 2017). To supplement

the lack of a pre-existing strict methodological framing of the method, I elaborate in detail the analysis strategy in this section.

I followed six phases of thematic analysis suggested by Braun, Clarke and Terry (2015): (1) familiarisation with the data, (2) coding the data, (3) searching for themes, (4) reviewing themes, (5) defining and naming themes, (6) producing the report. The process was not a linear, but rather "a constant interplay in between conceptualisation and reviewing the data" (Bryman, 2016, p589). Still, for apprehensibility of the description, I describe each phase subsequently. I analysed data from NGO workers and journalists separately. Furthermore, in the case of working with data from journalists, I started the analysis when I had the first half of the interviews and added the other subsequently until I reached data saturation. With this difference, overall, the analytical processes were somewhat similar for both data sets. Therefore, they are described all at once in the following paragraphs.

First, I listened to each interview and corrected the interview transcript accordingly. I also coded every interview while listening what allowed me to code the richest data and reflect on tone and other non-verbal aspects that would not be visible while coding the transcript only. In that way, I merged the first and the second phase proposed by Braun, Clarke and Terry (2015). I applied initial open coding on the bases of "incident to incident" (Charmaz, 2006, p53). I deliberately left incidents that did not touch upon the topic of the research out. I mostly used descriptive and process codes, rarely I also used in-vivo codes. Each code received a special item code in the form of a letter and number that were used during the later stages of the analysis. For most of the data, I searched for these inductive codes. However, I intentionally coded questions on values and difficult or ethical sensitive situations separately. These three aspects were deductive themes that I searched for. Codes from these themes were listed in interview overviews (Appendix 4 and 5) that I created for each conversation. These overviews include basic information about the interviewee experience, codes for the three deductive themes and emerged inductive themes for each interviewee.

Braun and Clarke define a theme as a concept that "captures something important about the data in relation to the research question, and represents some level of patterned response or meaning within the data set" (2006, p10). In order to identify themes within both data sets, I collected all codes, printed them and then clustered them. As Ryan and Bernard highlight, themes "come both from the data (an inductive approach) and from the investigator's prior theoretical understanding of the phenomenon under study (an a priori approach)" (2003, p88). They suggest several scrutiny techniques that suited well to this research. Specifically, I looked for repetitions, analogies, similarities and differences as well as missing data.

After completing the third phase – searching for themes, I named, reviewed, defined and organised them in a conjoined process of phase four and fifth. Thanks to the item codes, I could quickly return to the original data during this work. To organised emerged themes, I used a technique of creating thematic networks by Attride-Stirling (2001) that I critically tested in my previous research (Karasová, 2017). The technique proved to be useful for creating an explanatory model of the data and narrating the story of the data. The network components are three levels of themes that "systematise the extraction of (i) lowest-order premises evident in the text (Basic Themes); (ii) categories of basic themes grouped together to summarise more abstract principles (Organizing Themes); and (iii) super-ordinate themes encapsulating the principal metaphors in the text as a whole (Global Themes)" (Attride-Stirling, 2001, p388). In result, the network emerges as a web-like map. It also allows for capturing of relations in between the themes.

While organising the themes and network, I again benefited from the flexibility of the thematic analysis method. I applied deductive research questions-driven approach to naming and organising the global themes and inductive data-driven approach to organisational and basic themes. Furthermore, the deductive themes of professional values and challenging and ethically sensitive situations (summarised as *challenging situations*) were included as global themes without a further division on the subsequent themes. Still, to reflect the nature of the data, I created a shared global theme for professional values for both data sets as they showed "recurring regularities" (Guba 1978, p53 in Ryan and Bernard, 2003, p89). In contrary, I did not merge challenging situations global themes as the data were specific for the NGOs' and journalists' data sets.

Moreover, the thematic network allowed me linking both analysed data set. I aimed to avoid overlaps in the themes, as Braun and Clarke (2006, p25) suggest. However, it appeared to be very challenging for the basic themes under the organising theme *journalists–centred field trip* and some overlaps are visible. The following diagram presents the simplified explanatory model, and Appendix 6 shows the full thematic network, including basic themes.

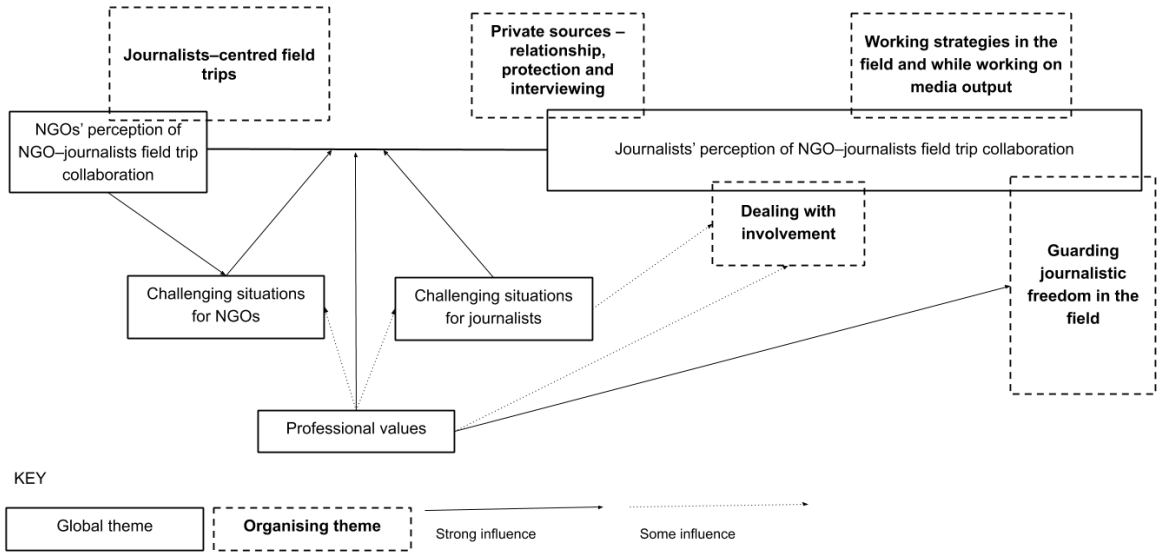

Figure 1 Simplified thematic network

In the following chapter, the final step of the analysis – producing the report – is presented. I explained links between the themes and discuss characteristics and variations within the emerged themes. Quotes derive from the original verbatim accounts or my translation of original Czech verbatim accounts. As I do not specify any gender aspect in this research, I use a feminine voice when attributing quotes to the interviewees regardless of their gender.

4 Research findings

As being explained through the conceptual and methodological chapters, this thesis aims to research NGO–journalists field trip collaboration and understand how they are influenced by professional values and normative frameworks of both actors especially concerning perceiving, preventing and managing ethically sensitive situations. As argued by Slim (2015), ethical principles are being interpreted in concrete situations. Moreover, as suggested by Powers' research (2016 and 2015b), humanitarian and human rights NGO values and journalism norms exhibit commonalities as well as significant differences. Furthermore, fieldwork in humanitarian emergencies is ethically challenging disregarding collaboration of these two entities (Slim, 2015; Carpentier and Trioner, 2010; Olsson, 2017). The findings presented in this chapter should provide an in-depth understanding of the interplay of these propositions, remembering that the data come from a limited number of cases that constitutes this research. These are conversation with five NGO organizers of and 13 journalists participating in one of three field trips that focused on covering migration. Generalization beyond these cases is problematic and should be regarded rather as suggestions to test in further research on this topic.

Before describing the data and identifying patterns within them, I aim to narrate it as a story that should introduce to "the reader what [I] think is going on in the data" (Braun, Clarke, Terry, 2015, p106). The NGO workers and journalists share professional values of humanity, accuracy and complexity regarding coverage of migration and people in humanitarian need. On that basis, NGO workers organize *journalists–centred field trips* in which journalists have the interest to participate while *guarding journalistic freedom* in the field. The journalists–centred approach to field trips decrease the number of challenging situations that are based on clashes between NGOs' and journalists' expectations and values. So, journalists mainly focus on their contacts with *private sources* – in terms of *relationship, protection and interviewing* and on *working strategies in the field and while working on media output*. From the side of journalists, the challenging situations in the field arise not so much because of ethical clashes in between NGOs' and journalists' values, but rather from practical situations in the field or a clash of personal and professional values that leads journalists to *deal with involvement*. Partially the source of challenging situations applies also to NGO workers, however, as their strong norm is the protection of human dignity, they sometimes find themselves balancing and reconciling needs of journalists and sources in a vulnerable situation.

4.1 Professional values

NGO workers, as well as journalists, expressed to share some of their professional values. Most of them perceived humanity as a critical value for working in humanitarian emergencies and migration context. Humanity should be according to respondents expressed in particular to sources represented by ordinary people. Humanity is, in this sense, closely related to integrity that was also commonly perceived as guiding norm. Concerning the media aspect of the work, other common value would be impartiality and complexity specifically expressed as including wide range and levels of voices in the coverage.

Some journalists, as well as NGO workers, operated with the term objectivity. In contrary, some expressed the notion of the unattainability of objectivity. For example, Journalist 1 questioned whether objectivity is "fully possible". At the same time, she linked it to emotions experienced in the field, believing that if managed well, they do not have to be an obstruction to an objective approach to the situation. However, rather than objectivity, some journalists talked about the accuracy of portraying the situation and using facts. They also linked the value of accuracy to the inclusion of all sides of the concerned issue. Other professional values highlighted by journalists would be transparency, openness, justice, no harm, respect or curiosity.

For some NGO workers, democracy was among the vital professional values. Media are often perceived as crucial elements of a democratic society. That might explain the wide acceptance of media values and logic that voiced out in the journalists–centred approach to field trips that is the central concept of the global theme NGOs' perception on NGO–journalists field trip collaboration discussed later.

To describe the four humanitarian and human rights NGOs included in this research within Dijkzeul and Moke's model (see Chapter 2.2.1), all four have reasonably similar characteristics. They could be placed somewhat in the middle of the axis, showing a relationship to states and donors. That says that they do subcontract some of their work from other actors. At the same time, they actively search for available funds and grants for their project and also have some independent fundraising to cover expenses that they are not able to include in donor–sponsored projects.

Regarding the relationship to the humanitarian assistance recipients' axis, they are slightly on the side of need-based deliverance of aid. Dijkzeul and Moke (2005) characterised it by the value of impartiality. However, Dijkzeul and Moke's model does not fully capture the expressed professional values of interviewed NGO workers. Concerning media and public advocacy, the main pattern of their values could be described as providing and promoting

accurate and contextualised media image that gives voice and empower people affected by injustice, structural oppression or denial of human rights. In that sense, the NGO workers' values correspond at least partially with core principles and mandates as well as ethical principles of social work (IFSW, 2020a; IFSW, 2020b), and public advocacy ethics suggested by Cox, Tice and Long (2017). On a personal level, integrity within their practice is another essential trail.

When applying Powers' model of three media normative frameworks (see Chapter 2.2.2) on the professional values of journalists, there is no precise determination. However, instead, journalists highlighted the different values and aspects of each of the framework. For example, objectivity, accuracy and confronting official authorities echo the elite liberal theory of public discourse. Some journalists mimic the elite liberal model, mostly in terms of tone and detachment. Whereas, stressing the complexity of opinions is rather close to the democratic participatory framework. Journalists tend to this model when it comes to sourcing and the more specific choice of issues to cover. Finally, the inclusion of quotes and stories "that originate from the social periphery and aim to challenge the status quo" (Powers, 2015b, p433) could resemble the radical constructivist model. Recipients of humanitarian and social assistance are critical sources in that sense.

Approaching the question of involvement shows the ambiguity of a shared normative framework accepted by journalists. Some of them tend to endorse strict detachment and neutrality as the elite liberal theory suggests. Other were more willing to, for example, donate money, food or clothes, and also share the vulnerability with sources on the social periphery. That points to the radical constructivist reporting. However, it has significant limitations for some respondents. In such situations, they also tended to detach themselves from the role of a reporter. Some of them claimed that they would not use their involvement experience for coverage. In result, they would also stay away from radical constructivist journalism. One exception could be an output published by Journalist 2 in Hungarian conservative medium. She chose to describe her field experience in a highly personal diary entries article.

Overall, journalists perceive themselves as neither humanitarian nor social workers. At the same time, they expressed a sensitive approach to newsgathering and interviewing their sources that are also recipients of humanitarian or social assistance. This is more elaborated in the theme *private sources – relationship, protection and interviewing*. Their approach resembles some of the recommendations of Global Social Work Statement of Ethical Principles (IFSW, 2020b). In particular, recommendations to "respect and work in accordance with

people's rights to confidentiality and privacy" (IFSW, 2020b) and transparently inform about its limitations.

4.2 Challenging situations during NGO–journalists field trip collaboration for NGOs workers and journalists

In the thematic network, challenging situations constitute two separate global themes. They should be regarded this way also in this section. When asked whether there were any difficult or ethically sensitive situations during the field trip, respondents would usually specify one or two. However, during the ensuing conversation, more situations in which they balanced their decisions and some ethical norms were involved emerged.

That was the case especially for NGO workers that listed a fair amount of different challenging situations at the end. These could be clustered as challenging situations during 1) their work with participants and especially with the aspect of a group, 2) their work with sources with aspects of sensitivity or difficulty to reach some of them, and 3) other challenging situations.

When comparing these categories with previous research-based assumptions presented earlier, it seems that the research confirms the suggestion that for NGO workers protecting people involved in the field trip from harm is among crucial ethically challenging situations. However, the proposition that NGO workers would see as ethically sensitive also adapting pitching and framing topics in order to assure that the stories would be published does not seem to resonate with findings. On the contrary, the respondents presented as an advantage that they know how to modify the story to make it interesting for editors. Still, they stressed that the story should not be ethnocentrically led by Wester interest (Cottle and Nolan, 2007), dehumanize potential recipients of humanitarian and social assistance (Chouliaraki and Stolic, 2017) or portray them stereotypically as "the nameless, passive, poverty-stricken victim" (Conrad, 2015, p279).

Regarding ethically challenging situations linked to participants, NGO workers, for example, struggled with perceived uninterest and passivity of some people in the group of participants that would not follow general security rules such as not leaving a hotel complex in the volatile environment after sun dawn. "I'm afraid to allow them [field trip participants] to travel somewhere without proper planning and research and knowing the field," described NGO worker 2. NGO worker 1 even raised a question regarding unclear responsibility for the safety of participants. Another aspect that NGO worker 1 noticed was that school trip complex is likely to develop during field trips. This concept depicts a situation when some participants are fixed

to an official programme and do not show so much personal invention in newsgathering. The NGO worker perceived that as something undesirable.

A reoccurring topic was a situation that NGO worker 1 described as "taking cameras [out] too fast". In result, she stressed, it can hamper the contact with a local community and restrict further access to information and locations. NGO worker 1 also mentioned a situation in which some participants unwillingly re-act lousy experience of a migrant just a moment after he described the bad experience to the NGO worker. While she was not blaming the journalists for it, she still classified it as an ethically sensitive situation in which all parts act in goodwill and still created a situation in which human dignity was questioned. Some of the behaviour mentioned above can also impact the relationship with sources and contacts. NGO workers find themselves in situations when they must balance the needs of participating journalist and expectations of sources that might also be recipients of humanitarian or social assistance. Wrong navigation of this balance can hamper access to the field in the future. That applies to official sources as well as to local communities.

Furthermore, concerning sources, NGO workers also acknowledged that is not often possible to include all intended sides of the issue into the programme from a simple reason that some of them may refuse meeting with a group of journalists. That can be the case of some authorities or people who are to be found on extreme ends of the opinion spectrum. The group factor of a field trip can challenge sensitivity towards sources. For example, NGO worker 2 identified as potentially ethically tricky a situation in which a group of about ten journalists interviewed one refugee woman. The NGO worker 2 perceived the simple numeric imbalance as something that creates power relations and requires coping strategies.

Similarly, this NGO worker explained that she did not include in the programme a visit of a migrants' reception centre as she perceived that as rather a spectacle because of the size and experience of a student group. She said that "we decided not to visit it [a migrant reception centre] because the participants [of the field trip] have never visited one before" and therefore they would not be able to judge the conditions accordingly. She also thought that the visit could distract them from other perspectives as it could be emotional.

Additionally, NGO worker 3 pointed out that some ethically difficult situation arises from cooperation with other actors such as translators or fixers. Especially when the language barrier does not allow any control over the accuracy of the translation, still, as the NGO worker 3 mentioned, an opinion or agenda of the translator might be detectable during interpreting.

A typical pattern for situations perceived as challenging by journalists is observing or being involved in a specific situation in the field. However, mostly not because an NGO

facilitated access to the field. For example, Journalists 2, 7 and 8 identically identified as such a moment when they entered a refugee camp or a slum for the first time. For Journalist 1, it was merely difficult to face pain and injustice. Perceived injustice that made journalists uncomfortable and emotionality of a situation were also common patterns. For example, they mentioned situations when they met poorly dressed people or observed how a group of persons could not exit a train for a short break on a platform because of their look and language. These challenging situations link to the rescue or report the dilemma discussed by Olsson (2017) and recall moments that Olsson described in her report on about new challenges regarding journalists' detachment or involvement during increased movement of refugees and migrants in European in 2015 and 2016. Journalist 7 also faced a situation with a physical danger in the field.

In general, interviewing recipients of humanitarian and social assistance and in general people in need was for most of the journalists ethically sensitive and significant. However, most of them did not face any trade-off between source protection and transparency, as was suggested in the conceptual framework earlier. The theme *private sources – relationship, protection and interviewing* depicts journalists strategies regarding work with vulnerable sources. It, together with the theme, *deal with involvement*, also explain how the journalists perceived the notion of responsibility as discussed by Chouliaraki and Stolic (2017) and identified as a potential ethical dilemma.

For some journalists, the aspect of being in a group during the field trips was also a considerable trigger of challenging or ethically difficult situations. For example, Journalist 4 did not feel comfortable when a big group of journalists approached a small group of sources. So, she decided to stay away in this situation. Journalist 5 said: "I think we were a too big group, and it was hard in some points to organize such a big group of people." However, she also understood that the size of the group had to be a compromise for the organizing NGO. Journalist 12 perceived as ethically sensitive a dissonance of values among a working group of participants that she was part of. She, however, acknowledged that it did not significantly hamper their work.

Time limitations and the packed programme was an issue for the journalists that participated in student-oriented trips to Passau and Slovakian–Ukrainian border. Journalist 13 pointed to a practical impact of such a busy programme: "So there were points when we haven't like eat, […], you spend a whole day and, […], we've started to get like really fatigue and tired and cranky." This could influence the ability to work in the field efficiently. While journalists participating in the trip to Bosnia and Herzegovina also identified time limitations as a

challenge, they mostly linked it to the nature of field reporting, not to the NGO–organized programme. For both groups, *guarding journalistic freedom* and finding time for independent research and interviewing were crucial aspects of dealing with an embedment in the field. If journalists perceived the unattainability of objectivity (Carpentier and Trioner, 2010), they linked it to the nature of field reporting from humanitarian emergencies, not to the fact of embedment with an NGO. Still, they were alert about a possible NGO agenda as the theme *guarding journalistic freedom* also describes.

Regarding the advocacy and journalism dilemma (Janowitz, 1975), journalists distance themselves from being seen as a humanitarian worker or an NGO public advocate. However, that does not limit them from contributing to the promotion of human rights and dignity (IFSW, 2020a). Furthermore, some even expressed the hope that they contribute to advocating for the issue and the affected people in a broader sense.

4.3 NGOs' perception of NGO–journalists field trip collaboration

One strong pattern appeared in the NGO data set, using a naming from NGO worker 2, this pattern could be called *journalists–centred approach to field trips*. That is a central organising theme. It directly links to the framing of the basic themes. These besides of *characterisation of what journalism–centred field trip* is, uncover *an image of an ideal coverage*, discuss *program and content of a field trip* and *preparation as well as planning* for it. Finally, they also show some *strategies of managing field trip situations* and *managing some extent of control* during the trip and while journalists publish their outputs. The following paragraphs elaborate on all these basic themes.

It should be noted that adapting journalists–centred approach to field trips is not a direct acceptance of media formats and preferred stories (Powers, 2016; Cottle and Nolan, 2007). If that would be the case, the field trips could be called journalists (or media)-driven. In contrary, the basic themes idea of accurate coverage and managing control clearly shows that the NGO workers want to achieve a transformation of a media image of a specific issue. However, what they seem to avoid is creating a media image for specific NGO projects or an NGO brand itself. In that sense, journalists–centred approach to field trips is not PR neither fundraising activity (Princová, 2012, pp61–64). It is a potential tool of public advocacy action "that will help people advance their rights, opportunities, causes and human dignity – a hallmark of social work" (Cox, Tice and Long, 2017, p68).

This attitude to focus on raising awareness about a topic or an issue, not projects is one of the essential characteristics of the journalists–centred field trips. They are built on the needs

and expectations of the participants ranging from stories they wish to cover to practical needs connected to specific media types. For example, photographers need to come to a scene at the time when there is a good light. Four of five NGO workers predominantly built their understanding of journalists needs on their previous or continuous (in the case of NGO worker 3) experience with being a journalist. However, journalists–centred approach to field trips is not merely journalists demands driven approach as it also considers perceptions of the organisers. For instance, they distinguish different modes of field trip based on the experience of participants. While less-experienced journalists, including students of journalism, were given packed programme, for more-experienced journalists, the NGO workers preferred to allocate sufficient free space in the programme for their individual research.

NGO workers expressed a vision what is an accurate coverage addressing some of the shortcomings that are also highlighted by academic research, such as Cottle and Nolan's (2007) lack of coverage of structural roots of a situation or ethnocentric reporting. Therefore, NGO worker 3 advocates for addressing power relations as well as historical and sociological heritage in the coverage, using local experts and showing local community and NGO capacity, including broad levels and type of sources, particularly women and young people. That echoes the social work ethical principle of the right to self-determination and the right to participation (IFSW, 2020b). Moreover, ultimately, the NGO workers attributed great importance of reporting directly from the field, none the less NGO worker 3 also warned from field reporting "fetish" and careful consideration when field reporting brings the desired value.

The idea of accurate reporting and building field trips on needs and wishes of journalists are underlying assumptions for a programme and content of a trip. The formerly mentioned aspect gives a basic structure of the programme. For the field trips focused on migration, it included numerous meetings with as many sides of the story as possible ranging from official authorities, controlling forces such as border police, helping organisations and their representatives (including social workers or volunteers), reception centres and refugee camps management as well as residents, and notably different members of affected communities. Facilitating contact with ordinary people in the case of migration issues, especially refugees, asylum-seekers and other migrants, received special attention. Organisers also aimed to provide sufficient space and time for interviewing these sources. Making gaps in a programme for individual work of journalists was a common way how to give that opportunity.

Consequently, these deliberations on journalists needs and expectations as well as the idea of accurate coverage and the desired programme manifest in preparation and planning for the field trip. In this phase selection of participants and preparatory learning can be placed;

however, as these two actions are also aspects of control over field trips, they are discussed later. Beside practical organisation and logistic planning, for NGO worker 1, preparation includes extended communication with participants before a field trip to understand their expectations, but also to create an avenue for journalists gaining an understanding of what is a relevant and realistic expectation. Furthermore, NGO worker 3 stressed out that journalists should be made aware about the aspect of NGO agenda and an NGO should be transparent about it, mainly when they include visits to NGO own projects in the programme.

As NGO worker 4 stated, a well-prepared field trip reduces the number of challenging situations in the field. At the same time, not everything cannot be planned before, and organisers must react to different conditions during a trip, not all of them are difficult or challenging. Fundamental strategies were communication with participants and other actors and self-reflection.

More diverse were strategies for managing control. That carries a inherit value-based ambiguity whether the control is desired or not. All NGO workers avoided the use of such a word, and therefore this theme emerged based on missing data technique (Ryan and Bernard, 2003). The purpose of the control was expressed mainly to protect vulnerable sources and to assure the accuracy of coverage that avoids creating a misleading picture of the concerned issue. To do so, NGO workers tend to recruit participants that expressed an effort, keen interest and some knowledge about the topic. Organisers opened the trip application for those journalists who previously participated in an online or offline course focused on covering migration. The NGOs also signed a contract with participants. Journalists were obliged to participate in a trip and create an output afterwards. According to NGO workers 2, this should assure that "the invested resources are used meaningfully".

Concerning NGO control over the content of outputs, NGO workers distanced themselves from influencing what a journalist should say or write about the topic. At the same time, for the students–focused field trips, some editorial mechanism was in place. However, as NGO worker 4, explained she was restraining from editing attitudes of the participants: "they are free to express themselves as they wish to and draw their own conclusions from the interviews that they made". Instead, NGO workers 2 and 4 were advising on grammar and stylistic aspects of the article, using their previous journalistic experience to increase the chance of getting the output published. While as for field trips organised by NGO worker 1, there were not obligatory editorial checks, she said: "I want them [the participants] to know that I am there […] if they need advice or advice on another topic, but I do not like to give directions".

Additionally, NGO worker 2 a 3 also mentioned disclosing information that output was created thanks to participation in a field trip. While for NGO worker 3, it should be a standard measure assuring journalist' transparency, NGO worker 2 saw it as voluntary. Appendix 7 suggests basic recommendations for organising journalists–centred field trips to humanitarian emergencies. In the following section, the journalists' experience tests the concept.

4.4 Journalists' perception of NGO–journalists field trip collaboration

In comparison to the clearly expressed approach of NGO workers towards field trips, there was no guiding focus on field trips for journalists. Concerning collaboration with NGOs, they had a strong tendency to guard their freedom for independent reporting. However, when they do not feel pressure, more relevant fieldwork topic for them is work with ordinary people as sources. Furthermore, they focus on rather common working challenges and process that appears while creating their outputs and employ various strategies to manage them well. As a reaction, especially on some ethically challenging situations, mentioned previously, they also sometimes find themselves in a moment when they consider involvement and have very polarised modalities of reaction. For the richness of the data, each of these organisational themes is described in the following sections, highlighting characteristics of their basic themes.

4.4.1 Private sources – relationship, protection and interviewing

Private sources were a key concern for journalists. The label 'private' is used here as a depiction of unofficial sources that speak for themselves as private persons. They were mainly represented in the interviews by refugees and migrants themselves, occasionally also by local people. In comparison to private sources, journalists also use official sources that are represented by authorities or their spokespersons. The journalists did not express any preference to use official sources over the private one, as the elite liberal theory by Powers (2015b) suggests. In contrary, Journalists 8, 11 and 12 similarly indicated that they included official sources as an additional one to the main story of private sources.

While journalists did not express any specific working ethics regarding official sources, they genuinely elaborated on work with private sources as they often consider them in a vulnerable position. A particular category of private sources is minors that, according to journalists, requires highly sensitive treatment. Ethics of working with private sources manifests mainly in three dimensions. These are building a relationship with these sources, the process of interviewing them, and the protection of the sources when including them in

published outputs. The ethical values that journalists aim to protect in work with private source are dignity and humanity, respect and empathy, physical as well as psychological safety.

These values express in a relationship that journalists build with the sources. This relationship can be only momentary during the conduct of an interview that can significantly differ in length, lasting from a few minutes to a couple of hours in the case of in-depth conversations. Most of the journalists preferred more extended interviews because they allowed them to establish trust with a respondent. For example, Journalist 12 described: "We took our time, and we just talked, together. We just had a nice time." Occasionally, some journalists stay in contact with the sources during or also after the field trip and use their contact as a source of what happens in that distant location.

Journalists realised their dependency on sources. At the same time, they were mostly aware of a possible inaccuracy in provided information by sources. Journalists perceive that the relationship if it develops is built on mutual trust. In that sense, journalists often mentioned the importance of being transparent to sources about their role and use of the collected information. This information is seen as crucial so a source could give informed consent for publication of their story. The level of consent determines a need for protection from possible harm and it that also echoing humanitarian and social ethical principles (Sphere Association, 2018; IFSW, 2020b). Therefore, journalists explained that they consider whether they can publish a first name or a full name of the source, can take a picture of the source, hide some details of the story or a particular characteristic of the source. Furthermore, the publication of this information depends not only on the consent from the source but also on the personal or consulted judgement of a journalist. As Journalists 3 puts it: "the responsibility lays with the journalist that lays with me, if I share something that's putting someone in any sort of danger."

Journalist 1 also highlighted a specific aspect of relationship regarding making any promises to sources, for example, sharing pictures or published articles with them. She recommends restraining from promises regarding the impact of publishing their stories, carefully considering any promises about sharing any material with them and if they are settled, then strictly keeping them. On a practical level, she suggests: "So, every promise even little you make, you need to keep. […] That is also why I have a notebook with me and when I say 'Hey, I will send this' I write it down. […] I put a Facebook account or become immediately friends on Facebook at that moment. So, I know I'm going to send that at the end of today."

Regarding the interviewing process, most of the journalists perceive it as a highly sensitive situation. For example, Journalist 10, 11 and 12, were discouraged from interviewing asylum-seekers during one of the organised meetings as they had a feeling that the sources are

not participating entirely voluntary and they are not sufficiently open to talking about their experience. Language aspect is also a crucial determinant regarding extended interviews. “And I think that one of them did not speak very good English either. So, I think that, would have been hard for them and for us,” said Journalist 12.

Journalists acknowledge that they need to ask about sensitive and challenging topics for their output. Still, they are aware of possible re-traumatisation of the interviewed person. Therefore, they stressed the human approach to sources and emphatic conversation. Journalist 4, who has a background in psychology, elaborated on the process of an interview. She recommends listening to people first and opening with questions that are relevant to the actual situation, for instance, “it depends when I meet him. For example, […] next to the campfire. So, I would ask about the campfire, like about […] the topics which are present and obvious.” At the beginning of the interview, she would also introduce herself and explain the purpose of the interview. If the source were willing to go deeper, she would continue with the interview. Journalist 9 applied a similar strategy: “[In the] beginning we [were] talking […] about the more basic things, like, how was she, [how] was living now in Germany and how she integrated. […] and then more we talked, then we went to more deep topics and conversation.”

As mentioned above, in general, journalists expressed a strong preference for more extended interviews that can last even one to three hours. To assure safe and emphatic conversation, Journalist 8 recommends observing non-verbal communication signs: “You have to follow the facial expressions [and] the body language.” Journalist 4 is convinced that sharing in-depth and traumatising details should be voluntary and natural from the source and expressing emotional support should follow up those moments but giving advice or promising help should be avoided. Journalist 9 also actively offered the option to end the interview or not to answer some questions: “I always asked her if, if it's okay for her to talk about this and if not, she can just say it or just stop it.” To conclude the interview, Journalist 4 suggests, for example, “go back to more positive experiences or situations […] or future”.

4.4.2 Guarding journalistic freedom in the field

Guarding freedom and independent work during the field trip was express as the primary strategy to protect journalistic values and justify collaboration with NGOs. As Journalist 5 said “for reporters, there are some rules, and they say that you should not work with NGOs basically”, at the same time she together with Journalist 8 acknowledges that given the current media situation in Central and Eastern Europe, collaborating with NGOs is the only way how to get to particular locations and people. Journalist 3 mentioned that her editor was well aware

that her work is based on a field trip and Journalist 8 said that she discloses a field trip also to the readers: "never crossed my mind […] to publish a story without saying that it was financed by some NGO, it has to be clearly stated". Still, she also expressed concern that some readers might perceive the article as a paid one as the collaboration is not a common way how journalists operate (Hanitzsch, T. et al., 2011). However, disclosing collaboration follows one of the McBride and Rosenstiel (2014) guiding principles for journalists in the 21st century – be transparent.

Overall, journalists expressed awareness of possible NGO agenda. For example, Journalist 1 set clear boundaries on NGO–journalist collaboration: "NGO should never define or tell you what to tell, or define your narrative, or say you could only speak to us or you can only talk to the people that we bring you forward." In the case of Journalist 11, she felt that the NGO pushed its agenda and attitudes on how to report about migration on the participants during the field trip. With this exception, the leading judgement on NGO agenda during field trips was based on three aspects: no interference into covered topics and published content, the balance of the programme, and time and freedom to work independently beyond the official programme.

According to journalists, in a balanced programme, an NGO should include a wide variety of different views, give space to authorities as well as create an opportunity for talking with private individuals. Some journalists also stressed the importance of receiving a planned programme before the trip, so they could prepare and get more information about the sources, and also plan an additional individual visit, that could complement views that lack in the programme in their perception. The balance was also expressed regarding the planned programme and free time. Journalists want to use free time for doing individual research, reaching to more sources, experiencing the place and talking with people on the streets. Journalist 8 even stated that "the lack of personal time might harm [journalist's] professional values". Journalist 11 mentioned above clearly compensate the perceived NGO agenda with independent work: "[To protect my professional values and my personal attitudes], I think that the main thing that we did that we searched for our own sources." Some journalists also suggested staying longer in the location after the end of the field trip and covering more stories or going in-depth.

Journalists also accepted some limitations, especially those regarding freedom of movement, in exchange to getting to some difficult-to-access places, for example, a reception centre for migrants or high-ranking authorities, such as mayor or border police. Still, for example, Journalist 1 described sneaking out of an official guided tour around a reception centre

in order to get to the corners which would not be shown by the management of this facility and get a better picture of this place. Besides, some journalists also perceived restriction to their freedom linked to the fact that they come to the field in a larger group. Beside several practical difficulties linked taking pictures or recording, about ethical values, Journalists 1 and 4 reflected on "zoo-kind" situations when a group of journalists entered refugee camps. Working in a group seemed to be more challenging for journalism students that participated in more structured and packed field trips to Passau and Slovakian-Ukrainian border. During these trips, some participants worked on their media outputs together. For example, Journalist 12 was difficult that she had a bit different perception of the relevance of one-person personal story than the other participants. Journalist 13 explained that she felt that some participants were not interested in the trip: "I don't know because we were one of the most active people there, which is strange because we were not in our country, [not] even close." At the same time, coming to the field in a group was listed among beneficial working strategies that are discussed next.

4.4.3 Working strategies in the field and while working on media output

Journalists described numerous working strategies that they employ while being in the field, as well as creating their outcomes. These strategies contribute to protecting professional standards and values, and if needed, react on practical, as well as ethical challenges. Strategies related to interviewing private sources are detailed above. Journalists 3 and 7 stressed the importance of preparation before going to the field that includes preparatory research, familiarising with a location, searching for topics, checking on sources and preparing questions. In the view of Journalist 7, this preparation is a key for protecting professional values, namely objectivity for her: "I have a plan. [When pitching the story to editors] I started writing down the different angles and the different parts of the problem that you need. And I'm sticking to this list [in the field]." At the same time, she also endorses flexibility and adaptation to what happens on the ground. She also added that one needs to be prepared on cultural faux pas in the field. Journalist 11 stressed that it was important to her to come to the field without bias.

Journalists' adaptations strategies in the field could be summarised as 'reflective and learning practices.' The group aspect, as well as the NGO basis of a trip, supports the learning significantly. Journalist 8 felt to be better prepared after completing an online course by the organising NGO. Journalist 4 described that when dealing with sensitive situations, she was reaching out to discuss them with an organiser of a field trip. The learning aspect was highlighted mostly by journalism students. For example, Journalist 10 explained that during the trip, she realised that fieldwork is not the type of practice that she would enjoy, instead, she

prefers working with data sources and sources that non-reachable from a newsroom. For Journalist 9, the field trip was the first real journalistic experience during which she confirmed the functionality of her intuitively adopted professional values and practices. Experience and advice from other participants were crucial for her: "I talk about it [how to work as a journalist] with the guys. And they, because they studied journalism and they helped me a lot. Like they tell me how to find the story the things there [in the field]."

While reflective practise is an established concept in social work, in journalism, it remains underrated (Kessl, 2009; Mantell and Scragg, 2018; Nohrstedt, 2009). The interviews, however, revealed that journalists do apply some reflective practices with their work. Reflection before action, inaction (Ferguson, 2018) and particularly on action appears to be a significant copying strategy for some journalists. For example, Journalist 2 opened about it: "I kept thinking about everything in the nights in the bed when we got to the hotel, and I like to remember the aspect of that day and maybe just do better during the next." In comparison, Journalist 4 preferred to reflect before taking action or decision and recommends being present and self-aware during the trip. Also, Journalist 1 endorsed strict distance from an immediate posting of a story on social media or other platforms. Another strategy used by some journalists in challenging situations, for example, when deciding about publishing a particular picture, was 'putting oneself into shoes of others.'

Besides this, journalists often linked their professional values to the creation of their outputs. It was there when they were striving especially for objectivity, impartiality and accuracy. Furthermore, describing the complexity of a situation and "put[ting] things in perspective", as formulated by Journalist 1, was also endorsed by some journalists. They also addressed some of the shortcomings of reporting as criticised by academic scholars; for example, Journalist 8 mentioned avoiding "so-called poverty porn." Journalists 11 and 12 reflected on the media image of migration in their country and decided to choose a focus of the story that complemented gaps in the media image. "Since we were doing a story for Estonia and here it's basically walking in a minefield, like without knowing what will be the public reactions. So, what we were actually trying to do is building, or like having compassion from Estonians for the story. Therefore, maybe they would understand the case of migrant crisis more, […] we were actually just using these two guys [refugee sources] to do it."

Additionally, Journalist 3 also expressed solution journalism mindset: "If I found a solution that's working somewhere to say, well, this is a solution that's working there, and it's working because of this and these and these factors. […] we can then think how such a solution might be implemented here or how this solution can inspire a solution that will work with the

circumstances that we have here." She applied some of the constitutive considerations as proposed by Solution Journalism (2017): What response does it address?; How it works, the "howdunnit"; Offers insight; Includes limitations; Most important, provides evidence of impact. While this category of strategies shows some common traits, it has to be also noted that is highly fragmented and strategies differ one person from the other.

4.4.4 Dealing with involvement

Similarly, dealing with involvement in the field and beyond appears to be nearly personal. The question of direct involvement has shown to be more relevant for those journalists who participated in the field trip to Bosnia and Herzegovina. Or also to those who had another experience with a field trip during which they met people in direct humanitarian needs. In comparison, it was less relevant for those who participated only in trips to Passau or to Slovakian-Ukrainian border that were focused more on a post-emergency situation or in a broader context of migration on local communities.

Those journalists who faced the question of involvement reacted in very polarized value-based modes. Either, they decided based on their professional values and stayed detached from any action, as is endorsed in the non-involvement value worldwide (Hanitzsch, T. et al., 2011). Alternatively, they acted upon their personal values and got somehow involved in a specific situation. For example, Journalist 4 commented on a moment when she bought food to some of the sources: "I decided to act more like human being thing. If you know, I could do this. I was there. I had this money; I could buy things, and I could help them. And they needed it because they were cold, they were hungry." Also, Journalist 6 acknowledge that she decided to buy food for some of the sources she had interviewed. Journalist 3 brought some clothes for people in need and to reconcile both value sets; she developed a specific strategy separating a role of journalist and a helping role: "I wouldn't like give it to someone to make them talk to me, or I wouldn't talk to someone and then give it to them."

Other factors that play in the evaluation of action or detachment are a possible impact of the action and whether some official authorities are involved. In general, journalists were more likely to step in to help and support an individual person in a moment when no authorities had control over the situation. By staying detached, journalists also protected themselves from taking sides and in result guarding accuracy of reporting. At the same time, several journalists expressed a question whether the presence of journalists in the situation is not already altering the way how the situation develops. Additionally, on the editorial level, Journalist 3 suggested that she could give a voice of marginalized people by publishing stories that they write,

similarly as advocated by Chouliaraki and Stolic (2017). Some journalists also expressed the belief that it is the reporting that can be the transformative aspect and can help to change the situation. It that way, they were willing to accept a notion of advocacy, as discussed at the end of a section about professional values. For example, Journalist 13 responded to question on advocacy: "I felt like I'm on a mission in a way". There were, however, also journalists who completely distance themselves from that notion. Therefore, the question of advocacy and involvement, as also suggested by long academic discussions (Janowitz, 1975; Hanitzsch, T. et al., 2011; Olsson, 2017), remains a highly ambiguous and disuniting question.

5 Conclusion

In this study, I have applied an interdisciplinary approach to investigating NGO–journalists field trip collaborations from the perspectives of international humanitarian and social work, media and journalism studies and ethics. I argued that NGO–journalists field trip collaborations are increasingly relevant given the recent changes in humanitarian and media field (Powers, 2015b; Cottle and Nolan, 2007; Slim, 2015; Kaldor, 2004). The trips might be a useful tool of public advocacy (Cox, Tice and Long, 2017) for humanitarian and human rights NGOs and welcomed the opportunity to access a field of humanitarian emergencies by journalists. However, these NGOs and journalists operate under distinct normative frameworks (Slim, 2015; Sphere Association, 2018; IFSW, 2020b; Powers, 2015b; Janowitz, 1975). Those differences can become triggers of potential ethical clashes during these collaborations (Slim, 2015; Cottle and Nolan, 2007; Powers, 2016; Powers, 2015b). Therefore, I aimed in this thesis to research, first, how much are these normative frameworks different and what are the professional values of both actors. Secondly, assess which ethically sensitive situations they experience while collaborating in the field. Thirdly, uncover how their ethical principles influences preventing and solving these challenging situations. Overall, I wanted to understand the interplay between these three aspects. To do so, I conducted in-depth semi-structured interviews with five NGO workers and 13 journalists who participated in NGO-organized field trips focused on migration.

To conclude the argument of this thesis, I answer the three supplementary research questions, first. Then, I elaborate on explaining the main – overall – research question by proposing a journalist–centred approach to NGO–organized field trips for media as a macro-practice of public advocacy in international humanitarian and social work. Next, I acknowledge the limitations of this research and offer some suggestion for further investigation on this topic. Moreover, I conclude with my personal learning reflection.

NGO workers and journalists seem to share values of humanity, and impartiality, complexity and accuracy of the story. Creating an accurate, comprehensive and contextual media image was the aim for NGO workers. The journalists aimed to cover the issue as much objectively and truthfully as they could. They also strived for including diverse sides of the story, while not harming and respecting their sources. For a comparison, Powers's study (2016) found that human rights NGO communication officers endorse values of "accuracy, pluralism, advocacy, and timeliness" (2016, p401). That suggests that at least accuracy and pluralism/complexity, but also protecting sources/recipients of humanitarian and social assistance from harm are values intersecting humanitarian and media ethics. *Chapter 4.1*

Professional values provide a comprehensive answer to the first supplementary question on NGO workers and journalists normative frameworks.

Earlier in the thesis, I have drawn on Slim (2015) and defined ethically sensitive situations as moments in which ethical values of a particular NGO worker or journalist are not entirely achievable. The researched field trips were not highly ethical sensitive for the respondents. Still, for NGO workers, the ethically sensitive situations occurred mostly in cases when journalists' needs, or behaviour clashed with needs and protection of recipients of humanitarian and social assistance. Other triggers of ethical challenges were also constraints to provide an accurate image of the situation and moments of considering whether to act as a professional or individual actor. The former trigger appeared to be highly relevant also for journalists, especially in the case of considering involvement and taking action to help people in the urgent need somehow or facing direct injustice. Journalists also met ethically sensitive situations while working in groups or interviewing sources with a traumatic experience. *Chapter 4.2 Challenging situations during NGO–journalists field trip collaboration for NGOs workers and journalists* discuss the answer to the second supplementary question in more detail.

Regarding the third supplementary question on links between professional values and ethically sensitive situations during NGO–journalists field trip collaborations, the story of the data provided in *the introduction of Chapter 4* unfolded the complexity of relations. However, the proposed normative frameworks (see *Chapters 2.2.1 and 2.2.2*) by Dijkzeul and Moke (2005) for NGOs and Powers (2015b) for journalist do not seem to widely impact the way how the individual organizers or journalists approach ethically sensitive situations linked to the nature of NGO-journalists collaboration that they encounter during field trips. For journalists, it is navigating in between objectivity and detachment, the complexity of opinions and giving voice to marginalized people that determinates their attitudes and behaviour in a challenging situation. Furthermore, professional integrity is also crucial determinant that, however, might be replaced by personal values in certain circumstances. For NGO workers, personal values, previous journalistic experience, and broad public advocacy aim determinate how they organized the trip. They share journalists–centred approach to field trips which is the crucial strategy for preventing potential ethically sensitive situations in the field and approaching these that occurs.

Concerning the main research question and compared to the discussion in chapter 2, the research did not show significant division in between humanitarian and human rights NGOs' and journalists' normative frameworks, neither major ethical clashes due to NGO–journalists field collaboration. It seems that this is due to the journalists–centred approach to field trips that

the interviewed NGO workers proposed and applied. While this approach partially confirms adaptation to media norms and practices (Powers, 2015a, Powers, 2016, Cottle and Nolan, 2007), it does not seem to significantly hamper overall aim of public advocacy of the NGOs neither general proposition of public advocacy as the macro-practice of social work (Cox, Tice and Dennis, 2017). That is because NGO preserves some control over the programme of the field trip that is journalists–centred, but not wholly driven. The NGO workers protected the value of accurate and complex reporting and by this aimed to fix some of the shortcomings of reporting about humanitarian emergencies (for example by Moeller, 2002; Cottle and Nolan, 2007; Chouliaraki and Stolic, 2017). Moreover, they also exhibited a strong commitment to the promotion of dignity, social justice and human rights of sources – people (IFSW, 2020b) that cannot be compromised by journalists needs and requirements. Balancing these two sides and protecting the accuracy of the overall media image of migration seems to be the main ethically sensitive issues for the NGO workers.

A process of mutual selection may also influence the general symbiosis in between organizers and participants. Journalists choose a particular field trip and an organizing NGO that sufficiently fit their values, especially impartial and independent reporting. Moreover, NGO workers select as participants journalists that show interest in the topic. Another crucial ethical clashes prevention strategy that is closely linked to journalists–centred approach is a clarification of expectations and limitations. Transparency is a fundamental value for that process. To that, the interviewed journalists find this mode of field trips as acceptable in the sense of alignment with their professional values. Still, they suggested staying alert about NGO agenda and protect and actively seek personal freedom, independence and detachment (Schudson, 2001; Hanitzsch, T. et al., 2011) during the field reporting.

Although the discussed journalists–centred field trips seem to mitigate severe ethical clashes between journalists and organizing NGOs, the research shows that they did not eliminate ethically sensitive situations. As these are inherited in field trip reporting from humanitarian emergencies, especially the sensitivity of working with sources experiencing trauma and rescue or report dilemma (Olsson, 2017). It could be even argued that as NGOs facilitate access to the core of these emergencies and recipients of humanitarian and social assistance, these ethically challenging situations could be more prevalent.

Manners of solving the ethically sensitive situations during NGO–journalists field trip collaborations reflect Slim's notion (2015) that a person interprets its ethical frameworks within the situation, evaluates potentially competing values and find a particular strategy for the moment. That is particularly relevant to the finding in *chapter 4.1 Professional values* that

interviewed journalists seem to navigate across different normative frameworks proposed by Powers (2015b). Consequently, it can be argued that not only professional values influence approaching ethically sensitive situations, but also experiencing such circumstances affect professional values. Furthermore, the research suggests that professional values and normative frameworks are only a part of this complex decision-making. For example, the aspect of working in a group during such trips might provide an opportunity to discuss and reflect these situations, and ultimately strengthen capacities to prevent and manage them. A notion of reflective practice could summarize these processes. The practise is rooted in social work (Kessl, 2009; Mantell and Scragg, 2018; Ferguson, 2018), but proved to be useful as a theoretical and especially practical concept for journalists (Ramaker, Stoep and Deuze, 2015; Karasová, 2017).

These conclusions establish an argument for adaptation of journalists–centred field trip as a macro-practice of public advocacy in international humanitarian and social work. Appendix 7 provides some basic recommendations to NGOs for organizing these trips and participating in them.

However, before embracing this model of NGO–journalists' collaboration, the proposition of journalists–centred field trip should be tested in different conditions as the scope of this research poses significant limitations for any generalization of the results. The sample is limited not only in the number of respondents but also in the nature of the field trips that centred on migration. A comparative study with field trips with a different focus could determine how much the topic influenced the research propositions. The study is limited also on several countries of origin of the respondents. It also omitted views of other actors, for example, recipients of humanitarian and social assistance or NGO strategical management and media editorial staff. The research also did not factor potential gender differences or variations among different types of NGOs and especially journalists, such as the role of freelancing, specific job positions, media ownership, and other factors. Furthermore, it must be acknowledged that given the fact that the research is based on three diverse disciplines – social work, media studies and ethics – it deliberately as well as unintentionally lack some aspects of the studied problem. The nature of chosen methods – interviews and thematic analysis – links to possible errors in transcription, translation, and interpreting gathered data.

Despite these limitations, the research contributes to scare academic discussion on NGOs–journalists' relations and collaborations (Powers, 2016). It challenges an opinion that adapting media strategies is predominantly compromising for NGOs (Cottle and Nolan, 2007). As studying media practices is not as common in media studies in comparison to studying media

outputs, the research also uncovers interesting dynamics within value-based newsgathering techniques. It also suggests that standardization of media normative frameworks as the one proposed by Powers (2015b) can be problematic, and journalists might navigate themselves in between different frameworks. Above all, concerning international humanitarian and social work practice, this thesis proposes a specific tool and approach for public advocacy. It also provides an interesting insight into journalists' approach to recipients of humanitarian and social assistance that could in practice influence willingness of social workers to collaborate with journalists and media in general while still guarding ethical principles of social work (IFSW, 2020b).

I hope that the discussion has inspired readers of this study. Moreover, I hope they have found in it useful suggestions for his or her work. I have been influenced and deeply inspired by all the respondents for this research, by participating in one of the studied field trips, by people I met, interviewed and observed there and also during my two field visits in the Central African Republic, where the idea of this research was born. As I have expressed at the beginning of this thesis, I have chosen this topic out of personal curiosity and desire. The desire to find a deeply personal answer whether the three roles I found myself in the north-west of Central African Republic – a journalist, a humanitarian and social worker engaged in public advocacy, an NGO public relation officer – can be reconciled and taken by a one-person or should be chosen in between, and if so, which role I should choose for now. I definitely can say that it was reckless and rash decision considering the time I spent thinking, creating, thinking and recreating the idea and form of this research and finally conducting it and writing about it. Well, now, I cannot only conclude my research but also close it with saying that I have made my choice for this moment. I firmly believe that what I have learned while working on this study empowers me to improve the integrity and ethics of my work continuously.

6 Bibliography

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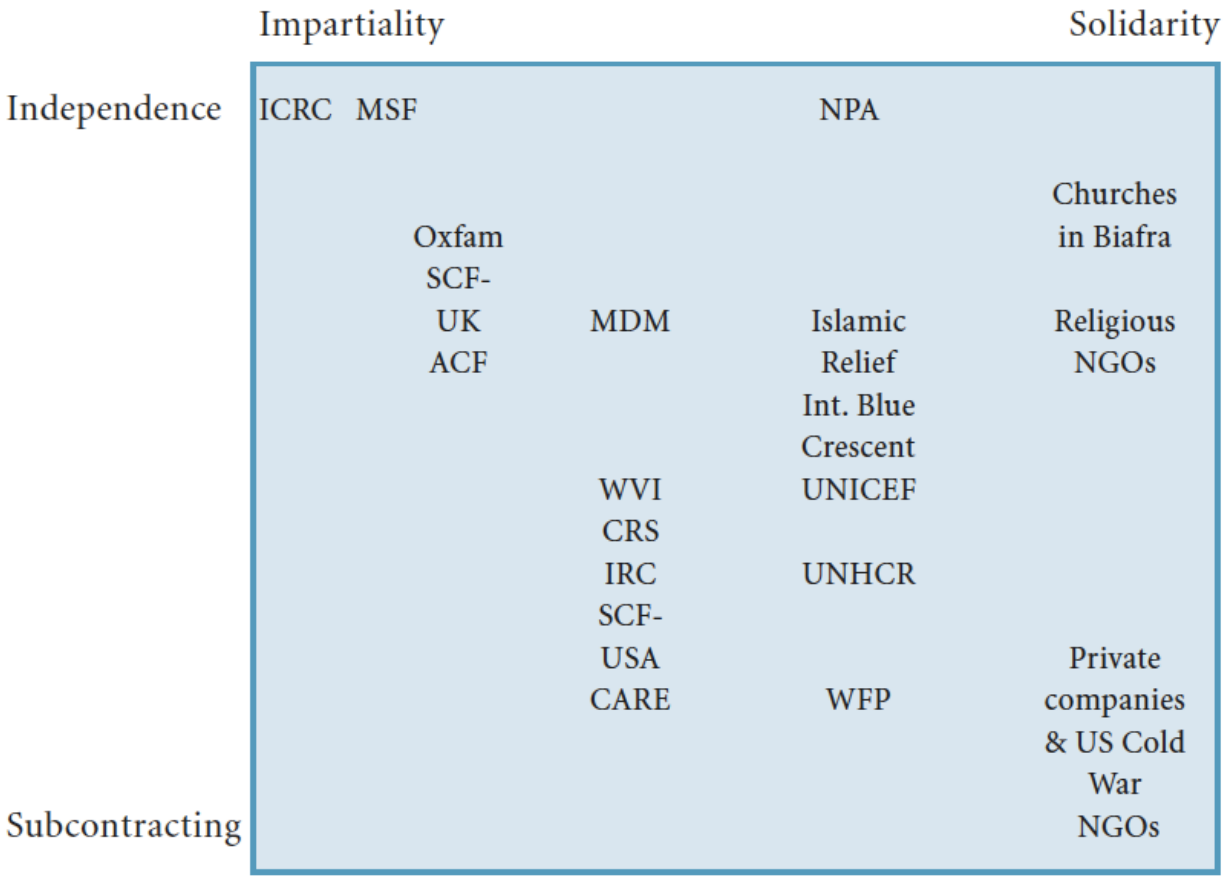
Appendices

Appendix 1 Dijkzeul and Moke normative framework on types of humanitarian NGOs for researching their communication strategies

Figure 2 Mental Map of Large International Humanitarian Organizations



Source: Dijkzeul and Moke, 2005, p679.

Appendix 2 Interview Guide for NGO workers

Notes to interviewee

Thank you for your participation. I believe your input will be valuable to this research.

Results of the research will be described in a dissertation written at the Palacky University.

Approximate length of the interview will be 30/45 minutes and it will be recorded. You can stop the interview anytime.

A purpose of the research is to understand the link between professional values and NGO-journalists field collaborations.

Your answers will be partially anonymized, I will use your nationality, working position and experience, but not your name. Do you agree with that?

Do you agree with participating in the research? Can I start recording and the interview?

After starting the recording: Just to confirm, do you agree with participating in the research and with recording of this interview?

According which professional values and normative frameworks does journalists and humanitarian NGOs operate during NGO-journalists field collaborations?	How would you describe mission of your organisation? Does your organisation have any ethical code of conduct or codex? What does it contain? How does your organisation choose the target population for its work? How does your organisation fund its project? Does it subcontrat work from governments and other organisations? What are your professional values that you try to fulfil in your work?
Background information about a field trip	Let's focus on the field trip […]. What were the goals of this trip? Could you lead me through a programme of the trip and explain me why did you decide to include specific locations and sources? How did you choose participants of the trip? Based on what?

Which situations are considered potentially ethically sensitive by journalists and humanitarian NGOs during NGO-journalists field collaborations and why?	Please, briefly identify the most challenging situations that you faced in the field. Did you experience any disagreement with actions/decisions of the participants? - Please, could you describe them in more detail? What did happen? What was the nature of the disagreement? Defining ethically sensitive situation as a situation in which there are several competing professional values – ethical principles which you have to resolve or a situation in which you are not able to reach up to your professional values – ethical principle. How you face any ethically sensitive situation during the field trip? - Please, could you describe them in more detail? What did happen? Which vaules/principles involved in it?
How do professional values and normative frameworks influence preventing and solving the ethically sensitive situations during NGO-journalists field collaborations?	- How did you resolve the situation? Why this way? Looking back, would do something different know? What did you do to assure that you will protect your professional values and ethical principles of your organization during the field trip?
	Have you encounter during the field trip a situation when… …you adapt pitching and framing topics in order to assure that the stories will be published? …you aim to protect your organisation public image? …you aim to protect people from harm? If so, please, describe it in more detail. What did happen? How did you resolve it? And why this way?
Conclusion	What kind of recommendations would you give regarding successful, professional and ethical NGO–journalist collaboration during field trips? Would you like to mention anything more?

Appendix 3 Interview Guide for Journalists

Notes to interviewee

Thank you for your participation. I believe your input will be valuable to this research.

Results of the research will be described in a dissertation written at the Palacky University.

Approximate length of the interview will be 30/45 minutes and it will be recorded. You can stop the interview anytime.

A purpose of the research is to understand the link between professional values and NGO-journalists field collaborations.

Your answers will be partially anonymized, I will use your nationality, working position and experience, but not your name. Do you agree with that?

Do you agree with participating in the research? Can I start recording and the interview?

After starting the recording: Just to confirm, do you agree with participating in the research and with recording of this interview?

According which professional values and normative frameworks does journalists and humanitarian NGOs operate during NGO-journalists field collaborations?	Please, tell me more about your journalistic experience and professional background. What are your professional values that you try to fulfil in your work?
Background information about a field trip	Let's focus on the field trip […]. How would you identify your status as a journalist (freelancer, foreign correspondent etc.) during the field trip? Which stories/angles/topics did you intend to cover before the trip? Which stories/angles/topics did you cover as a result of the trip?
Which situations are considered potentially ethically sensitive by journalists and humanitarian NGOs during NGO-journalists field collaborations and why?	Please, briefly identify the most challenging situations that you faced in the field. Did you experience any disagreement with actions/decisions of the organizers?

	- Please, could you describe them in more detail? What did happen? What was the nature of the disagreement? Defining ethically sensitive situation as a situation in which there are several competing professional values – ethical principles which you have to resolve or a situation in which you are not able to reach up to your professional values – ethical principle. How you face any ethically sensitive situation during the field trip? - Please, could you describe them in more detail? What did happen? Which vaules/principles involved in it?
How do professional values and normative frameworks influence preventing and solving the ethically sensitive situations during NGO-journalists field collaborations?	- How did you resolve the situation? Why this way? Looking back, would do something different know? What did you do to assure that you will protect your professional values and ethical principles of your during the field trip?
	Have you encounter during the field trip a situation when… …you could not assure your objectivity? …you think whether take any action or stay in a neutral position? …you perceive that you are limited by being embedment with and NGO? …you feel that your work is an advocacy? …you consider whether to keep confidentiality of your sources or transparency towards your audience? …you adapt your reporting because you feel responsibility towards your sources? - If so, please, describe it in more detail. What did happen? How did you resolve it? And why this way?
Conclusion	What kind of recommendations would you give regarding successful, professional and ethical NGO–journalist collaboration during field trips? Would you like to mention anything more?

Appendix 4 Interviews Overviews for NGO workers

Interviewee		NGO worker 1
Organisation and position		International human rights NGO, Media Programmes Coordinator (with previous experience in journalism)
Trip		Bosnia (and experience with organizing many other field trips focused on minorities and migration)
Personal values		Being opened to listen how things can be done better. Working together. Respecting and living human rights.
Mission and values of the organisation/project		Be a voice of religious, linguistic, and ethnic minorities all around the world. All projects done in cooperation with the minorities themselves.
Situations	Challenging	Balancing contacts'/sources' and participants' satisfaction. "School trip" complex occurring during the field trips. Balancing need for attendance of the set meetings and journalists' freedom.
	Ethically sensitive	Participants unwillingly re-acting bad experience of a refugee that the interviewee spoke with about that exact bad experience just a moment before the action of participants. Balancing objective and activist position of a field trip organizer. Feeling of shame because participants asked stereotypical questions to refugees.
Main themes		1. Building a trip based on journalists' needs and balancing these with practical and value-based needs of sources and other actors. 2. Sensitive approach in the field. 3. Activism aspect that should aim to fight for human rights of particular communities and individual.

Interviewee		NGO worker 2
Organisation and position		Czech humanitarian and human rights NGO, Communication and Advocacy Officer (with previous experience in journalism)
Trip		Passau and Slovakian–Ukrainian border (and experience with organizing other field trips focused on migration)
Personal values		Humanism, human dignity to fulfil their potential, solidarity, democracy.
Mission and values of the organisation/project		To increase awareness about migration and integration among general public, create more accurate media image of migration, facilitate acceptance in between Czechs and foreigners.
Situations	Challenging	Unclear situation whether participants could stay professional regarding friendly contacts with peer refugees and a question of control of participants during this situation. Lack of interest from some participants.
	Ethically sensitive	A large group of journalists interviewing one refugee.
Main themes		1. Aspect of organizing a field trip for journalism students and less-experience journalists and stressing educational aspect of the trip. 2. Balance of opinions and views but excluding both extremes in the programme.

Interviewee		NGO worker 3
Organisation and position		Slovak humanitarian and human rights NGO, a coordinator of media initiative focused on bringing coverage from Global South and marginalized communities, a news editor, a university teacher of development journalism
Trip		Slovakian–Ukrainian border (and experience with organizing many other field trips focused on migration and humanitarian and development aspects)
Personal values		Understand perspectives from other sides and perspectives. Avoiding picturing children. Explaining context and a historical or sociological background.
Mission and values of the organisation/project		To achieve including more global coverage into coverage of all the issues around – including so-called global outlook into international reporting or the work of journalist in general. Being journalists–centred, transparent and opened.
Situations	Challenging	Balancing needs of different types of journalists and media. Difficulty for men to speak with women because of cultural habits. Participants not respecting security rules.
	Ethically sensitive	Forgetting to include a women perspective in the field. A journalist pushing feminist agenda onto sources. Ethical issues with fixers and translators that pushed their agenda or opinion into their work or appear to be racist in a casual conversation after work.
Main themes		1. Journalists–centred approach to work. 2. Power structures in the field and inclusion of wide range of perspectives.

Interviewee		NGO worker 4
Organisation and position		Estonian humanitarian and human rights NGO, Field Trip Facilitator for the Estonian Participants (with previous experience in journalism)
Trip		Passau
Personal values		Supporting young journalists.
Mission and values of the organisation/project		International humanitarian principles, democratic values, protection of human rights, human decency and social equality.
Situations	Challenging	None.
	Ethically sensitive	None.
Main themes		1. Supporting young journalists during interviewing. 2. Finding right balance of editing in order not to shape the story.

Interviewee		NGO worker 5
Organisation and position		Estonian humanitarian and human rights NGO, Project Coordinator
Trip		none
Personal values		Presenting objectivity as a crucial value and making the topic of migration visible for students.
Mission and values of the organisation/project		International humanitarian principles, democratic values, protection of human rights, human decency and social equality.
Situations	Challenging	Not relevant.
	Ethically sensitive	Not relevant.
Main themes		none

Appendix 5 Interviews Overviews for NGO journalists

Interviewee		Journalist 1
Organisation and position		Dutch freelance journalist with a background of 6 months volunteering in a refugee camp in Lesbos, investigation on migration to Europe
Trip		Bosnia
Professional values		To be aware of unattainability of objectivity. Integrity. Transparency. Transparent evidence-based reporting so anyone else could replicate it.
Situations	Challenging	Emotional situations because of facing pain and perceived injustice.
	Ethically sensitive	Protection of sources related to video-journalism.
Main themes		1. Working with sources – transparency about the role of journalists, keeping promises, spending enough time with them and active listening, protecting sources. 2. Being critical to the NGOs.

Interviewee		Journalist 2
Organisation and position		Hungarian journalism student, intern of conservative Hungarian newspaper
Trip		Bosnia
Professional values		Justice, no propaganda, humanity – treating people as humans
Situations	Challenging	Seeing refugee camps, meeting a family mistreated in Hungary, Learning how to work as a group, Learning to talk with refugees as sources, Being contacted after the trip by one of the source to give him an advice on where to take a shower in Bosnia, Coming to the destroyed make-shift camp of Vučjak and meeting three Afghan boys there
	Ethically sensitive	Taking out the story pictures on which people looked to desperate
Main themes		1. Not being only a journalist, but also a human being. 2. Sensitivity to sources – being open, protecting them and their image, factoring special treatment of minors. 3. Learning during the trip.

Interviewee		Journalist 3
Organisation and position		Bulgarian part-time freelance journalist, 10 years of journalistic experience (radio, television, online)
Trip		Bosnia (other field trips to Lesbos and Poland)
Professional values		Preparation before going to the field. Integrity – respecting that everybody deserves dignified life, not judging anyone for choice they have made. Honestly about aim of the reporting. Openness and self-awareness. Facts accuracy. Multiple views and sides inclusion. Exploring the roots of different attitudes and positions and complexity of issues.
Situations	Challenging	Seeing vulnerability of men and especially teen and young adult men. Observing segregation (linked to the train trip from Sarajevo to Bihac). Personal presence as involvement in what is happening during police action in a train from Sarajevo to Bihac.
	Ethically sensitive	The situation from the train described as challenging above.
Main themes		1. Situations challenging personal vs. professional values and reacting on them in a human way. 2. Preparation and a proper research of the topic. 3. Putting information into a context and including multiple voices. 4. Responsibility not to harm sources including helping organisations.

Interviewee		Journalist 4
Organisation and position		Polish freelance journalist with education and experience in psychology.
Trip		Bosnia
Professional values		Approaching sources as individual humans. Consent of the sources.
Situations	Challenging	A big group approaching a small group of people (especially in a train from Sarajevo to Bihac).
	Ethically sensitive	The trip itself. Deciding whether to join others and do interviews with the same people in a train. Camp visits, talking with refugees on streets.
Main themes		1. Conducting interviews with respect and avoiding re-traumatization of source. 2. Self-awareness during challenging situations. 3. Being clear about the role of a journalist towards sources.

Interviewee		Journalist 5
Organisation and position		Slovak freelance journalist and photographer with 20 years of experience and a long-term collaboration with a weekly.
Trip		Bosnia (and numerous other field trips)
Professional values		Being objective. No harm and humiliation to sources.
Situations	Challenging	Size of the group. Uncertainty in the programme.
	Ethically sensitive	Collaboration with a Swiss NGO in Iraq – limitations of movement, checking articles before publishing.
Main themes		1. Reaching as much freedom in work as possible with the given limits of collaborating with an NGO. 2. Primary sources are affected people – need to protect them from danger and respect them. 3. Informing, not acting in the field.

Interviewee		Journalist 6
Organisation and position		Belorussian freelance journalists based in Poland (experienced in radio and print)
Trip		Bosnia
Professional values		Informing the public about what is happening. Analysing the information. Leave conclusions on the reader. Preparation. Detachment. No manipulation with the information. Show more than just two sides.
Situations	Challenging	Preparation and searching information about the destination and avoiding prejudices and misinformation. Challenging to understand the political complexity of the country.
	Ethically sensitive	Situation when police forced migrants leave a train – questioning how the presence of journalists influence it, whether journalists' questions created pressure on police. A tight line between being journalists or activist.
Main themes		1. Journalists' impact on events in the field and framing the story when creating it. 2. Defining roles and norms as a journalist, an activist and an individual human being – willingness to help persons in need on an incident basis.

Interviewee		Journalist 7
Organisation and position		Bulgarian TV journalist for a private television
Trip		Bosnia (with NGO-sponsored field trip experience from Greece, Malta, Ghana)
Professional values		Objectivity (proper information and objective resources). Include all sides of the problem.
Situations	Challenging	From other trips: First visit of a refugee camp, being chased by refugees that wanted to smash a camera.
	Ethically sensitive	None expressed.
Main themes		1. Staying objective and neutral, not being emotional, searching for proofs. 2. Communicating with sources about the role of a journalist. 3. Preparation and flexibility.

Interviewee		Journalist 8
Organisation and position		Slovak journalist working for a Czech media house and collaborating with a Slovak daily
Trip		Passau (with experience from other field trips to Kenya and Senegal with an NGO and individual trip to Greece funded by a university focusing on humanitarian assistance)
Professional values		Curiosity and proactivity. Staying human and truthful.
Situations	Challenging	Coming to a slum (emotional and difficult on a personal level). A group of journalists unwittingly stepped on a Muslim cemetery in Senegal and the locals strongly reacted on that.
	Ethically sensitive	Inherently part of covering migration. Ethical dilemmas regarding leading interviews with sources and shaping the published output.
Main themes		1. Confidentiality and consent with sources, approaching sources in a human way and being able to put oneself in their shoes, protecting vulnerable sources. 2. Having free time during the field trips for personal research and interviews.

Interviewee		Journalist 9
Organisation and position		Czech media studies student (in the time of the trip), public radio journalist (in the time of the interview).
Trip		Passau
Professional values		Check the facts. Look at the topic with more perspectives.
Situations	Challenging	Lack of journalistic experience.
	Ethically sensitive	Interview with a refugee about deeply personal and tough experience from leaving Syria and going to Europe.
Main themes		1. Sensitive approach to in-depth interview with a source that experienced trauma. 2. Learning during the field trip.

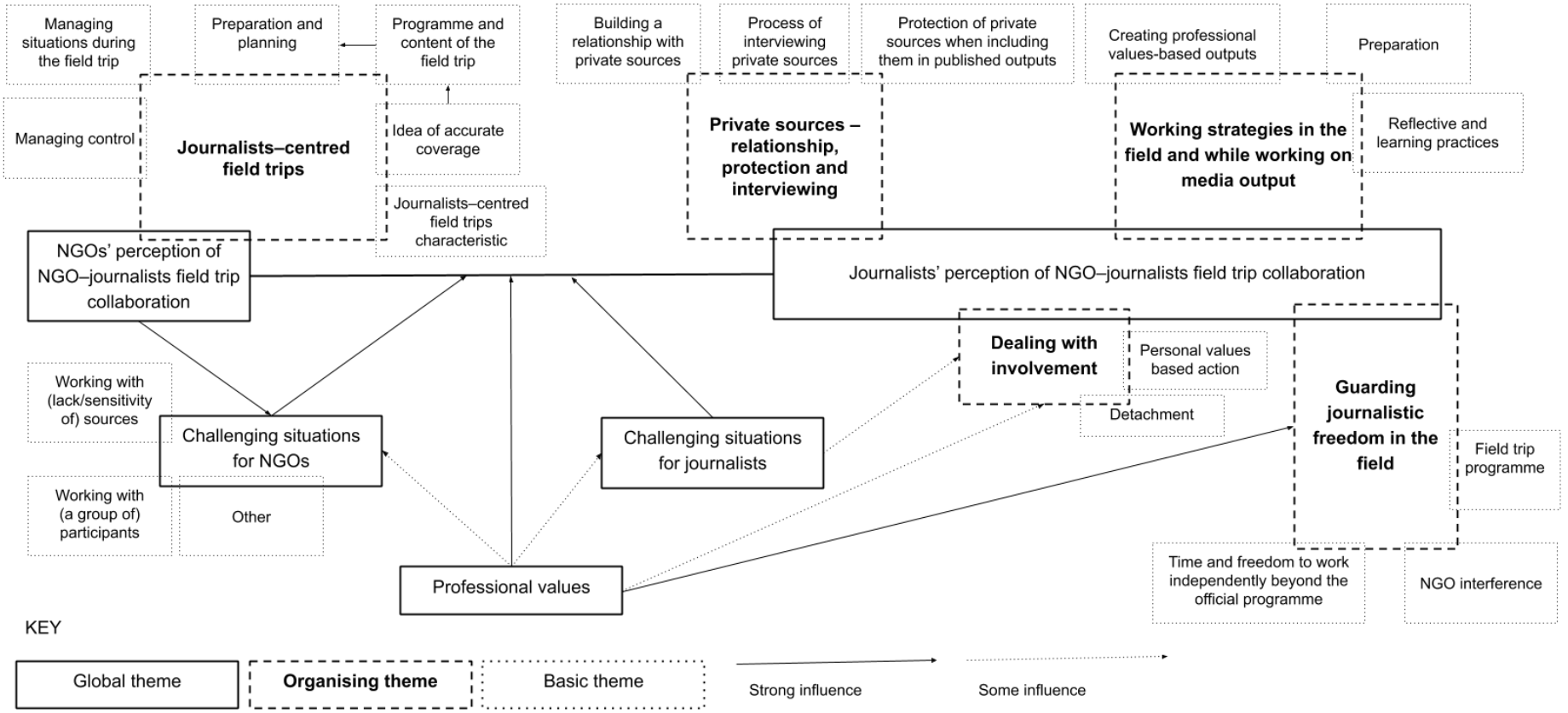
Interviewee		Journalist 10
Organisation and position		Czech journalism student with previous journalistic experience.
Trip		Passau
Values		Accuracy – do not alter things and include only things that were really witnessed. Do not harm. Be transparent about a journalist's role. Do not change quotations.
Situations	Challenging	Approaching people to interview them – not being comfortable with field work.
	Ethically sensitive	Opening trauma of refugees. Lost or misinterpreted information due to translation.
Main themes		Working with sources reached individually.

Interviewee		Journalist 11
Organisation and position		Estonian student of journalism and a journalist working for newspaper and news website (in the time of the interview).
Trip		Passau
Professional values		Critical thinking. Intelligence and wide knowledge about the world. Respect to the media company and to sources.
Situations	Challenging	Finding the right sources for an angle of a story. Building trust with a source – finding the common language and encourage them to share the story.
	Ethically sensitive	Stories about some someone's sufferings in general – should it be published? what should be included?
Main themes		1. Challenging media image of migration in Estonia with bringing a positive story. 2. Disagreements with some views and expressions of organizers, a need for respecting cultural background of participants. 3. Working with sources that a journalist finds without NGO influence.

Interviewee		Journalist 12
Organisation and position		Estonian student of journalism with work experience in a local newspaper.
Trip		Passau
Professional values		Respect to human rights. Not having prejudices when coming to field. Not being aggressive and do not harm during interviewing. Informing public objectively about relevant topics.
Situations	Challenging	Interviewing people on a street about their opinion on a situation with refugees in a town – a lack of time to do more in-depth interviews.
	Ethically sensitive	Clash of ethical principles among collaborating participants over trust to the sources – different perceptions on objectivity. Interviewing people that do not seem to enjoy being interviewed.
Main themes		1. Portraying and trusting refugee sources. 2. Managing different perceptions during teamwork and focusing on benefits of teamwork. 3. Independent work in the field.

Interviewee		Journalist 13
Organisation and position		Estonian student of journalism with an experience as a public radio intern. No opinion in news outputs.
Trip		Slovakian–Ukrainian border
Professional values		Listening to people. Being unbiased. Being truthful as much as possible. Transparency.
Situations	Challenging	Language issues and possible some information lost in translation. One group of participants did not seem to be interested in the field trip. Packed programme and poor planning of food hours.
	Ethically sensitive	Finding a way how to talk in an article about migrants that died during an attempt to cross a border. No possibilities to fact-check interesting information provided by one source.
Main themes		1. Proactivity, despite language challenges. 2. Learning aspect of the field trip and a value with working with an NGO. 3. Sensitivity and accuracy during writing an output.

Appendix 6 Themes guide and thematic network



Appendix 7 Recommendations for NGO–organized and journalists–centred field trips to humanitarian emergencies

Journalist–centred approach to NGO–organised field trips for media
Tool for public advocacy in international humanitarian and social work

Recommendations for humanitarian and human rights NGOs

"Aim at raising awareness about issues, not at promoting NGO projects or brand."

Programme

- See the field trip with eyes and needs of a journalist. Think about the individual needs of different types of journalists (photographers, cameramen, TV or radio reporters).
- Focus on preparing programme based on expectations and wishes of the participating journalists.
- Leave in the programme sufficient time for individual work of the journalists.

Participants

- Be aware that collaboration with journalists is a partnership. Agree on essential obligations – publishing of stories, travel expenses, safeguarding policy.
- Consider (online) learning seminar before the field trip or as a part of the trip. Discuss with participants media image of the issue and its impacts.
- Meet the journalists (online) before the trip. Use the meeting to listen to their expectations and wishes. Establish a common understanding of the possibilities and limitations of the field trip and its programme.
- Limit competition in a group by choosing a diverse group (a type of media, experience with field reporting, size of the media, the focus of the media, etc.). Explain the intention at the beginning.
- Support mutual learning in the group of participants.
- Talk with participants individually in the case of any misconduct from cultural, practical, ethical or safety reasons.

Sources

- Benefit from your contacts in the field.
- Carefully consider including visits to your NGO projects in the programme. If you do so, be transparent about it.
- Include multiple sides of the issue from all levels (the affected community, responsible authorities, helping organisations, the "bad guys").
- Show local expertise (for example, local university scholars) and solutions (for example, local NGOs or community organisations).
- Arrange meetings with those holding official responsibilities in the issue (for example, mayors, ministers, international organisations, police, etc.).
- Include different groups within the community (including young and women).
- Ask the affected communities which they think the journalists should meet.
- Prepare the communities for a meeting with journalists, explain them their role and professional practices. Inform the community about their rights regarding communication with journalists.

**These recommendations have been created as an outcome of the master thesis "Raising awareness about a topic, not a project: Ethics of NGO–journalists field trip collaborations in covering humanitarian emergencies with the focus on migration" by Jana Karasová (2020, Palacky University in Olomouc). They are based mostly on interviews with 5 NGO workers and 13 journalists and personal experience of the author.*

Journalist–centred approach to NGO–organised field trips for media Opportunity for cover humanitarian emergencies from the field

Recommendations for journalists

"Cover stories and issues, not projects."

Preparation

- Be aware that collaboration with NGO is a partnership. Be fair about it. Choose NGO carefully.
- Be aware of the possible agenda of the NGO and other actors that you meet in the field.
- Preparation is key. Do preparatory research on the NGO, locations, actors etc. Plan your story – have more ideas. Plan for individual work and reach for your sources.
- Agree with your editors whether to disclose the NGO field trip collaboration.

In the field and beyond

- Be proactive during the field trip. Go beyond the NGO programme and sources provided by it. Consider which parts of the official programme are beneficial for your story and guard time for your individual work.
- Keep as much freedom as possible but be aware of the danger in the specific location.
- If you can, stay longer in the location after the end of the trip.
- Try to understand power relations in the field and societal, cultural and historical roots and consequences of the issue.
- Try to reach and include all sides of the story. Meet "the bad guys" too.
- Contextualise information.
- Search for solutions, conditions under which they work, and their limitations.

Sources

- Be transparent about your journalistic role towards your sources. Explain your sources the use of gathered material.
- Always ask for their consent to publish their story, name, photo etc. Consider the safety of your sources and their relatives or friends when publishing. Final responsibility lays on you.
- Approach interviews with people that went through some trauma carefully and sensitively. Avoid re-traumatising them. Start with apparent topics and ends with positive issues. Listen to the sources and observe their non-verbal reactions to assess which question will not re-traumatised them.
- Take enough time for in-depth interviews (1–3 hours). Creating calm, relaxed and honest conversation.
- Be cautious about promising something to the sources. Do it only if you really can keep the promise (including, for example, sending pictures you took).
- Consider staying in touch with the source after the field trip to be able to cover the situation from a distance.
- Be creative with using voices of affected communities and individuals. For example, use translating apps with communicating with them, use stories they wrote or pictures they took.
- Be careful with images, especially of minors and people in danger. Get consent (at least non-verbal) before taking pictures.
- Ask responsible authorities, agents or organisation difficult questions.

Challenges

- Think about rescue or report dilemma beforehand. Discuss with your editors how you should behave in particular situations (for example, money or goods donations, buying food, providing transport, giving practical advice, an encounter with repressive forces).
- Develop reflective practise on your behaviour and decision-making in the field. Stop and think when needed. Reflect at the end of the day.
- Be culturally sensitive.
- Learn from other participants—benefits from cooperation.
- Challenge your limits but be aware that hunger and lack of sleep can compromise your work.

**These recommendations have been created as an outcome of the master thesis "Raising awareness about a topic, not a project: Ethics of NGO–journalists field trip collaborations in covering humanitarian emergencies with the focus on migration" by Jana Karasová (2020, Palacky University in Olomouc). They are based mostly on interviews with 5 NGO workers and 13 journalists and personal experience of the author.*