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# Information Integrity

## —The Case of the NDAP Newsletter

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# Outline

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# What is the NDAP?

## ✧ NDAP; National Digital Archives Program in Taiwan

1. Launched on January 1, 2002
2. A five-year program (first phase)
3. Sponsored by the National Science Council, Executive Yuan
4. To promote and coordinate content digitalization and preservation at leading museums, archives, universities, research institute, and other content holders in Taiwan
5. The first and only national project focused on integrating information technology into liberal arts and humanities studies, also on the collaboration of people in science, technology and humanities.

# What is the NDAP Newsletter? (1/2)

- ✿ The official newsletter of the NDAP;
  - ❖ National Digital Archives Program Newsletter.
- ✿ Published by the Publication Project, a sub-project of Operations Management Division, NDAP Program Office
- ✿ Published twice a month; the first (e.g. Aug. 1, 2006) as the formal issue (including all news and articles) and the second (e.g. Aug. 15, 2006) as a preparation issue (only for timely news) of each month

# What is the NDAP Newsletter? (2/2)

- ✳ A communication channel within the NDAP and others, i.e., like an intra-group communication in NDAP, also a NDAP PR (public relation) medium for outsiders and the public.
- ✳ To collect all the records, documents or archives of NDAP meetings, events, seminars, workshops, etc. for preserving as a historical archives of NDAP.
- ✳ Accuracy, Accountability, objectivity, fairness, completeness and balance are the golden guidelines for science news, the same editorial policy of NDAP Newsletter.

# The Social Responsibility of the Press

(also of the NDAP Newsletter)

- ✳ 1. To inform
- ✳ 2. To educate
- ✳ 3. To make decision
- ✳ 4. To entertain

# The Press

(the Mass Media, the Media, the Electronic Medium....)

1. All media whose audiences are mass market or a group of people with different background, face the same professional requirements as does the old press.
2. Newspapers, the Internet, electronic media....daily, weekly, bi-monthly, monthly.... intra-organization newsletter, PR magazines....are professional, not non-professional lay people's toys.

# Professionalism

(a Professional Conduct, Procedure, to Process information)

1. Reporting, Writing and Editing Skills, including double-checking and confirming information
2. Communication Theories; human, interpersonal communication, etc.
3. Journalism and Media Ethics, codes of ethics in mass media, etc.
4. Liberal Arts and Humanities
5. Social Sciences and Natural Sciences

# Information Integrity:

Accuracy, Accountability, objectivity, fairness, completeness and balance

- ✳ 1. Newsworthy; News Values
- ✳ 2. Accuracy, Accountability
- ✳ 3. Completeness
- ✳ 4. Objective, no bias
- ✳ 5. Fairness
- ✳ 6. Balanced; reporting both sides

# How does the NDAP Newsletter Process Information? (1/2)

- ✱ 1. Based on the ideology and belief in the Free Press
- ✱ 2. Following professional conduct and procedures of the Press
- ✱ 3. As a historical archiving work; Accuracy, Accountability, Completeness, Objective, Fairness and Balance are the editorial guidance.

# How does the NDAP Newsletter Process Information? (2/2)

- ✱ 4. Adopting the guidelines for science news reporting; information integrity/accuracy is the first priority concern.
  - (1) Confirmation and reconfirmation from e-mail or phone call between editors and authors on all rewritten or modified articles.
  - (2) Incomplete articles put on waiting list unless the information has been verified and until it's completed. Publication of some articles has been delayed for 2-4 issues, i.e., 2 to 4 months.
  - (3) No matter who is responsibility for any inaccuracy in an article after the news or article has been published, Correction Notice and Apology Note from the editor-in-chief/editorial office will be on the first line in the next issue of the NDAP Newsletter.
  - (4) Straight news without any PR terms, not only from NDAP program office but from any distinguished researcher or institute.

# The Experience of the NDAP Newsletter (1/2)

1. Confirmation or reconfirmation makes much trouble between authors/assistants and editors (the research assistants at Publication Project); mutual responsibility for bad communication, without common ground on the understanding of each one's role in the Newsletter.
2. Wrong perception of the electronic medium (the Internet) makes the editorial work more time-consuming, and interferes with progress.

# The Experience of the NDAP Newsletter (2/2)

3. The information integrity of the Newsletter is not perceived as important as other academic studies in digitalization by most of the people at NDAP.
4. No respect for the medium's (the Newsletter) professionals from every aspect, every level at NDAP. People become the key factor to stop the growing and progress of the Newsletter.

# Conclusions (1/2)

1. Information integrity is a key concern not only for the tradition media but also for new media like the NDAP Newsletter over the Internet.
2. Media performance highly relies on professional conduct by professional people.

# Conclusions (2/2)

3. Good communication needs mutual understanding between communicators and sources. In the digital age, communication and collaboration from all levels of people who are involved in a job are a learning and trial-and-error process. The NDAP Newsletter provides such an arena.

Thanks for Your Attention.

Good Day!