

DRONE JOURNALISM AND PROFESSIONAL MEDIA ETHICS IMPERATIVE DISCOURSE

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Abstract

The emergence of drones in journalism has raised questions concerning use and implications, all against the backdrop of local and global professional media interpretation of ethics. Drone_journalism is fraught with dialectics around privacy, intrusion and professional ethics; due to drones' pervasiveness in newsgathering and ethical challenges for stakeholders. This study relies on PRISMA_framework and discourse_analysis to propose a new concept for the redefinition of media ethics for integration into drone journalism. This paper thus presents the relevance of rethinking media interpretation of ethics through a transformed understanding of privacy in the face of drone technology; in the interest of the human person's sanctity. Include at least one finding of the paper, then what the paper concludes.

Keywords: *Drone journalism, media ethics, privacy, PRISMA*

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Introduction

The emergence of drones in journalism has raised questions concerning its use and implications against the backdrop of local and global professional media's interpretation of ethics. This discourse is pertinent at this time, especially taking into consideration the ubiquity of drone technology in newsgathering and investigative journalism. Drones were previously defined as a crewless aerial vehicle initially used for military purposes. However, their use has evolved to general purposes, including journalism (Patricia et al., n.d. Hamilton,2020; Uskali et al. .2020) and television (Ferguson, 2019). The use of drones in journalism is an excellent example of the diffusion of innovation; however, there are constraints. Lauk et al. (2016) argue that it is the newest test for press freedom globally. The test is more around media ethics, i.e. *applied ethics* that deals with the ethical principles and standards of media (traditional/new media) such as truth, fairness, and objectivity vis-a-vis public interest.

The emergence and convenience of drone journalism are fraught with dialectics around privacy, intrusion, and professional ethics (Ferguson, 2019). Similarly, NtalaksFetal. (2017) pointed out that "there is a variety of operational, technological and economic issues, along with multiple ethical and legal implications, whose settlement is considered a serious prerequisite, before Drone Journalism could be widely and safely deployed " (p189). They characterise a new

apparatus that necessitates both technical capability and the understanding of ethics and code of practice of drone. Drones may be used secretly and openly in filming or surveying an environment or a person without their consent. Any kind of media file or document on a person is personal data and requires protection. Personal data protection is a fundamental human right. Personal data privacy is a burning issue (Pelteret&Ophoff, 2016), leading to the drive for data protection as a fundamental human right (Manolescu, 2010; Herscher,2014).

While governments regulate drone use and acquisition by media houses, the right to freely gather news using the drone may sometimes go over the boundaries of privacy (Lauk et al., 2016). The matter of personal data privacy has received the focus of media consumers, individuals and organisations, while intermittently dominating media and legislative discourse across the world (Pelteret&Ophoff, 2016). Thus, continents and countries have begun to look at data protection as a fundamental human right (Manolescu, 2010).

While there are benefits for the drone technology like the ease of news gathering, data collation and decision making (Kenk et al., 2013), scholars have raised the matter of scanty discussions of the underlying principles and ethical issues in privacy infringement (Button, 2011). There is also only a little literature covering rights of privacy or anonymity people have in public space, plus the rationale for these rights. Available knowledge is also contextual. In light of this, literature is virtually non-existent on the drone journalism implications in an African clime like Nigeria with a population of over 200million.

Other issues arising from the use of drones in journalism [in an increasingly mediatized world] is the line between privacy intrusion and pursuing newsworthiness. In the sanctity of law and public spaces, the rights of journalists and media house to film are questioned, not to mention using drones as their source for investigation (Patricia et al., n.d.). Is privacy in focus if drones are an exception to invading the right to privacy of the public in covering extreme conditions? Covid-19 has forced more social distancing, but it does not change the constants, i.e. newsgathering, and that technology is continuously evolving. However, the human person is at the centre of this, and our sanctity requires protection despite technology.

The re-definition of ethics is, therefore, imminent in the face of rising challenges associated with drone journalism. This paper looks at traditional journalism ethics and if drone use respects global and local journalism ethics. This paper thus postulates that the application of ethics in journalism requires modifications to suit the demands of this avant-garde reporting, as the intrusive nature of this medium of investigative journalism will create new ethical challenges for practitioners, governments, and citizens.

This paper uses a Systematic Literature Review's (SLR) PRISMA framework and discourse analysis on the issues of ethical dilemmas in drone journalism, implications for the African Media and society. The focus is to draw inference and contribute to journalism ethics in a drone age via a re-definition of ethics rooted in the philosophy of virtue ethics.

Materials and Methods

This paper engaged a search strategy towards identifying and categorizing germane literature, the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA, see Fig 3). Data extracted was used for the desk research and discourse analysis.

The search strategy was directed at four academic databases: EBSCO, Google Scholar, Scopus and ProQuest. The search items were a drone, privacy infringement, drone journalism and media ethics. All searches spanned from 2000-2020 and included journal articles, research reports,

review papers, conference proceedings, published in English. All items before the year 2020 were excluded.

The criteria for the selection of relevant data are based on the PRISMA Statement (Moher et al., 2009). The search mainly focused on mapping existing literature on drones, drone journalism and privacy issues. The search had no limitation on nations to explore.

A total of 164 articles were used for the desk research and textual discourse analysis, while 3,504 were excluded due to non-eligibility. See figures 1 and 2 in appendices. PRISMA framework also in appendix.

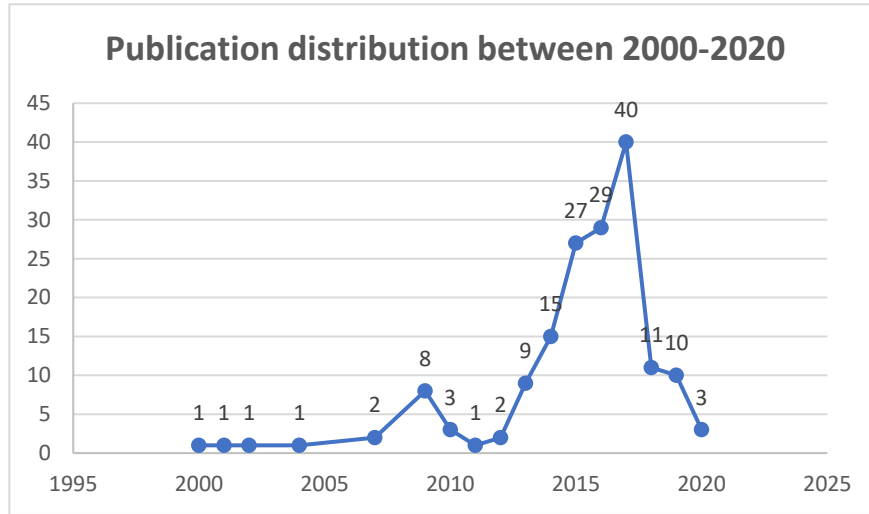


Figure 1: Distribution of Research Sources.

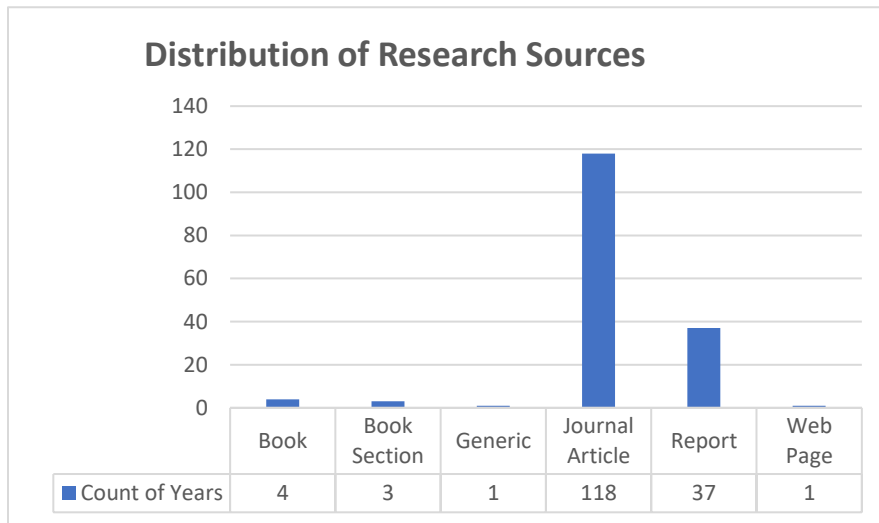


Figure 2: Publication distribution between 2000-2020

PRISMA FRAMEWORK

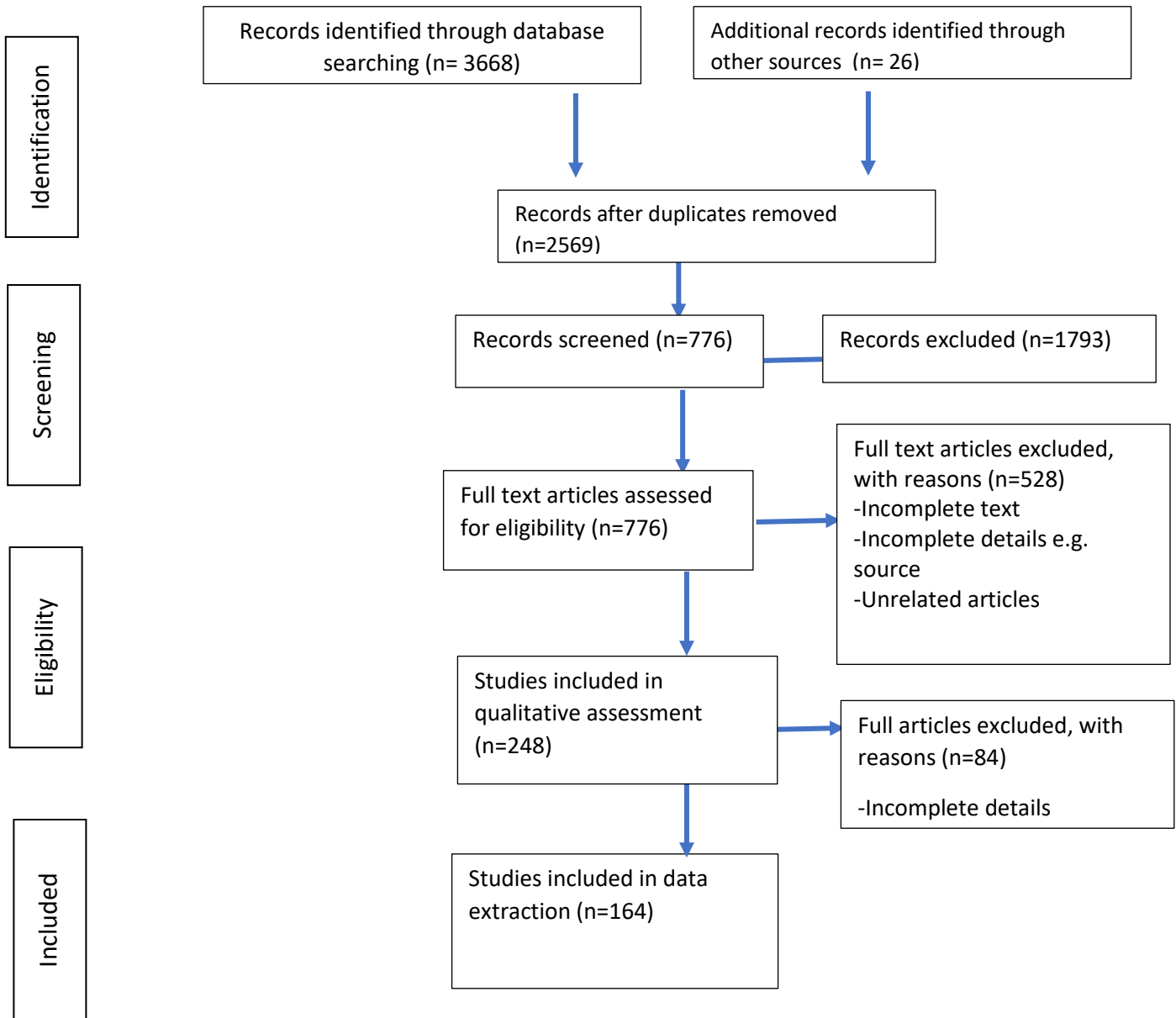


Figure 3: Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework for this study

Theoretical Basis

Diffusion of Innovation Theory (DOIT) by E.M. Rogers

This theory developed by E.M. Rogers in 1962, postulates that over some time, the innovative product gains popularity and diffuses into society through a particular audience or social system for the people to adopt and adapt that idea for advancement. This situation will necessitate people to do something quite different from the initial culture that would change their perception about an idea. The central attributes of DOIT include innovation of communicativity channels, social system and time (Asemah et al.,2017). Rogers (1962) DOIT has become handy in predicting how innovative technology has influenced communication studies and made a significant contribution in the field as regards the analysis of higher technology in newsgathering. The application of drones in journalism makes the theory a very relevant today. In this case, people can get the news very fast and more accurate, at the same time, become personalised and very subjective (Uskali et al., 2020). Also, the innovation would make news richer and personalised in delivery through the utilisation of mass and interpersonal communication through human-machine innovative communication.

The advancement of the drone in the story and its attendant ethical challenges would take some time to create an impact because of the stages of development that are devoid of a universal application. Rogers (1962) categorised the steps of adoption, which is classified according to the motivation of the individuals. These stages include innovators, early adopters, early majority, late majority and laggards. Countries could be grouped this way in the acceptance of innovation brought about by drone and its attendant ethical challenges. This aspect is here expanded to stand for countries in readiness to adapt to the change of ethics and drone journalism.

We state that the diffusion of drone ethics will be slow according to the preparation of countries to enforce a universal law. The point is that the requirements have not been entirely accepted, but they would come to stay as the technology becomes widespread and the enabling statutes develop. Consequently, no matter how innovative technology might be, it may also be a function of interest and ethics in usage. However, the ethical use of drones is a primary concern in this study.

Discussion

Drones and Citizen Use

Drones are evolving as efficient paraphernalia for environmental monitoring, enforcement and reaching areas otherwise inaccessible or cost exorbitant. However, concerns are being raised globally on the regulatory framework for drone use (Simon et al., 2017). Alternatively described as Unmanned Aerial Vehicles (UAVs), they are already increasingly available to the public and efficient for its multipurpose usability. They are even becoming autonomous (Beyer et al., 2014) and capable of operating in groups (Engberts&Gillissen, 2016). It is different from other technologies like the CCTV because of their capacity to take photos, video recording and take on continuing surveillance (Varney, 2016) plus remote travel.

Drones have gotten a lot of media attention in recent years. Most of the attention is its immediate benefit to military activities and their burgeoning role in newsgathering. Drones have been used by news organizations, journalists, and private citizens to capture and distribute breaking news. They're also useful for giving journalists glimpses of natural disasters that would otherwise be too dangerous for them to get. They provide unique viewpoints that enhance news reporting

(Holton et al., 2015). However, using drones to observe public gatherings or other human activities poses new privacy infringements, confidentiality, and consent concerns, which this article delves into in-depth. (Resnik & Elliott, 2019).

There is some complexity in drone deployment, requiring technical skills for operation and image analysis. However, there are significant restrictions imposed by regulations, but genuine concerns are with safety and privacy (Berardi, 2016). Drones are causing a lot of talk in the industry and academia right now, but protecting citizen privacy is still a top priority (Blank et al., 2018). Nevertheless, civil drone use is difficult to categorize as "high danger" or "low risk." Rather than focusing solely on drones, it is vital to address the privacy and ethical implications of all possible technology. (Finn & Donovan, 2016). Furthermore, Bernauw (2016) opined that the international nature of aviation requires an internationally coordinated approach towards a harmonised management of transnational drones use.

More and more, the concept of privacy and protecting citizens have been challenged as technology evolves rapidly, birthing discourse on issues like social media, digital identity, biometrics, and big data. Although these technological advancements are extremely useful to society as a whole, they may pose a threat to an individual's privacy (Weber, 2015). These new technologies place new demands on government agencies to strike a balance between privacy, security (Kuiper & Eijkman, 2017) and ethical implications (Finn & Donovan, 2016) of use. This paper focuses on the privacy discourse contextually while observing the rise in the use of drones by civilian and media practitioners.

The rise in the use of technologies like drones in journalism practice requires rethinking traditional rules on privacy. As most new achievements in technology presents new threats to the individual's privacy. The unique capabilities of many new techs give them the ability to collect and index a considerable amount of private information about each individual (Padilla-López et al., 2015), a case in point is the mobile phone, social media and many other internet applications. The relational aspect of privacy, the link between privacy and civility, and the impact of privacy violations on perpetrators and victims have all been explored in certain research (Sklansky, 2014). It is, however, pertinent to note that the privacy protection discourse cannot be disconnected from technological development (Lukacs, 2017). Despite the fact that industry and academia are paying close attention to drones, the protection of citizen privacy remains an unanswered question (Blank et al., 2018).

Drones and Privacy Issues

The concept of privacy is evolving, and citizens' attitudes toward privacy and data protection might fluctuate dramatically depending on their circumstances (Jansen & Brey, 2015). The debate about the concept of privacy, on the other hand, may have societal benefit (Joh, 2013). In the privacy debate, challenging normative decisions must be made about competing claims to legitimate access to, use of, and alteration of data. It's about deciding between alternative ideas and how various rights and entitlements should be organized. Security is responsible for putting such choices into action, as well as mediating between information and privacy choices (Bambauer, 2013).

Domestic drone use presents privacy concerns (Thompson, 2016), as well as legal questions about the information gathered from drone flyovers and the attendant evidentiary requirements. (Simon et al., 2017). The use of UAV's has been on for decades covering air, land, space, underwater. In many countries, national authorisation is required to operate such devices; see Article 8, Annex 2 to the Chicago Convention. The situation presently is that regulations differ in and between countries. These regulations range from permissive (regulatory vacuum) to restrictive (total ban) (Bernauw, 2016). However, whether countries like it or not, technologies are poised to enter the commercial mainstream of communication. Still, there remain unique challenges presented in

regulations and policy around privacy, free speech, discrimination, and safety (Roesner et al., 2014), which must be tackled on a case-by-case basis and generally.

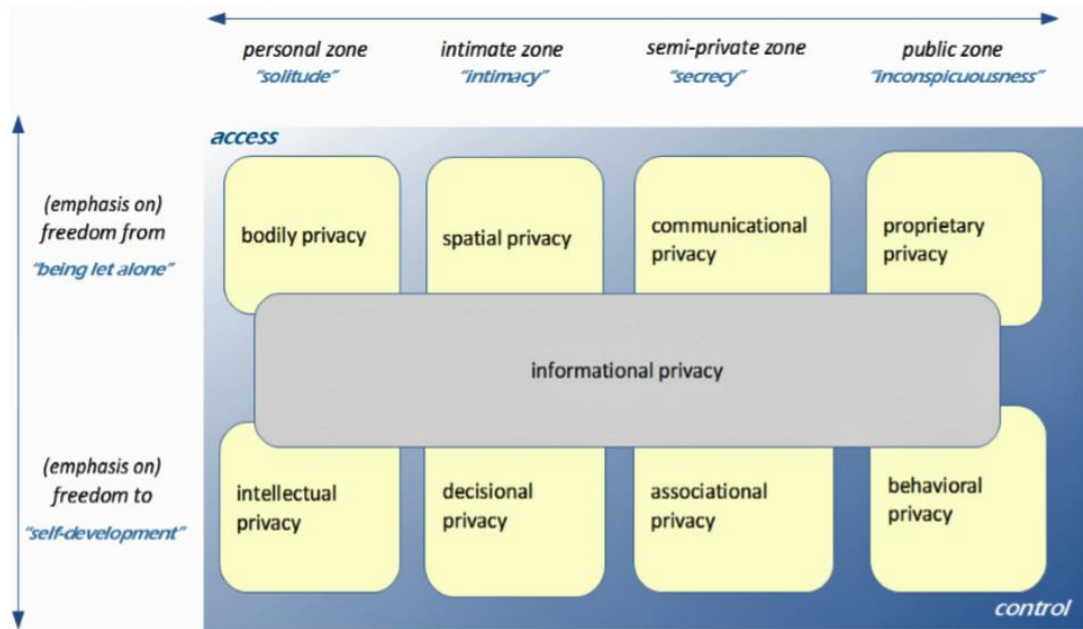


Figure 4: Types of Privacy. Source: Koop et al., (2007)

The study divided privacy into two dimensions, with eight basic categories (bodily, intellectual, geographic, decisional, communicational, associational, proprietary, and behavioural privacy) and a ninth type that overlaps but does not correspond to the other eight, see figure 4. Their findings challenge the predominant focus on information privacy and data protection. Categorically stating, the neglect of different kinds of privacy which are also protection-worthy in a digitised world. See the 2-dimensional privacy classification in figure 3 in appendix.

Following findings by Kloop et al. (2007), Jansen and Brey (2015) go on to say that privacy concerns about behavioural privacy, privacy of location and space, privacy of association, privacy of property, and privacy of data and image are all extremely important to society.

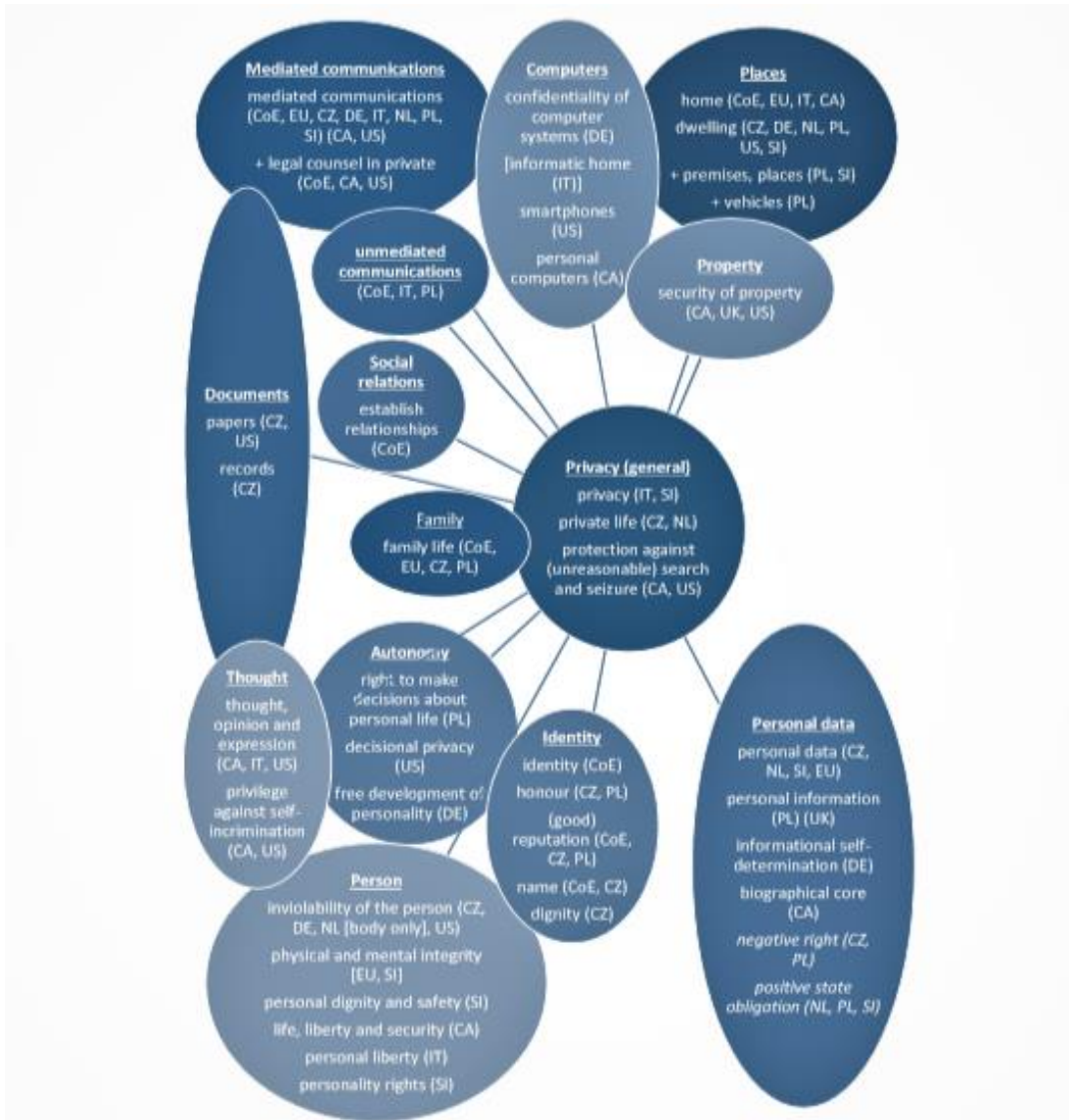


Figure 5: Objects of protection in the constitutional rights to privacy in the 9 primary countries. Source: Kloop et al, (2007)

In a critical study, Kloops et al. (2007) systematically classified privacy and came up with a typology; see figure 5. They examined constitutional privacy provisions in nine countries, including the United States, Canada, the United Kingdom, the Netherlands, Germany, Italy, the Czech Republic, Poland, and Slovenia. (Koops et al., 2017). This situation is an indication of the urgent nature of the privacy discourse globally.

See the objects of protection in the nine key countries' constitutional privacy rights. (Figure 5) indicating *Typology of Privacy In General & Specifically-*

1. Mediated communication
2. Documents
3. Computers
4. Places
5. Property
6. Personal Data
7. Unmediated Communication
8. Social relations
9. Family
10. Autonomy
11. Thought
12. Identity
13. Person

The concepts of efficiency and cost-benefit analysis have been utilized in certain research to justify a certain level of privacy loss. Inadvertently, this portrays privacy as a commodity rather than a right to be protected (Walsh et al., 2017). Secondary data derived from analyzing and extracting personal location and behavioral data contained in photographs and videos is linked to other personal data, resulting in privacy concerns (Jung, 2020).

As these privacy issues remain significant public interest (Simon et al., 2017), governments and regulation should play a critical role in creating a balance and protecting citizens privacy (Roesner et al., 2014; Walsh et al., 2017).

Ethics in Journalism

According to Aristotle (2001), engagements by beings have rules and regulations governing conduct for fairness and justice as "every art and every inquiry, and similar action and pursuit, is thought to aim at some good; for this reason, the good has rightly been declared to be that at which all things aim. This condition is the grounding of ethics, which stands for binding moral philosophy or code of conduct practised by a person or a collection of persons in any engagement. It helps direct our conduct on how not to behave to achieve our given purpose with all things being equal and those engaged in the deal behave according to the laid down rules of engagement. The concern here is to focus on the conduct to ensure that the situation under which we are acting remains fair and justified for equity. Furthermore, it is that definitive good towards which, in the final analysis, all human engagements finally aim. The essential features of the eventual good are that it is wide-ranging, final, self-contained, and uninterrupted (Elegido,2009; Phaneuf, 2004; Resnik,2013; Parveen & Showkat, 2017) Phaneuf provides an excellent definition and aims of ethics in human action,

It also deals with the condition we should or should not do, but it does so by applying reasoning, for or against, to decide on the conduct to be taken when faced with a moral problem. It is a critical examination of morals, questioning its rules and seeking orientations, which are well thought out and correct. Ethics does not impose rules in an authoritarian manner; it is

not prescriptive as are morals. The rules of morals defined, the questions and problems, which come up, are the domain of ethics. For example, in the domain of ethics when faced with the injunction mentioned above, "do not kill", we will analyse the situation to see how the problem should be examined, what values are in conflict, and what the alternatives are, to decide how to orient our judgement. (n.p.)

Humans possess the intellect, which empowers them to reason. At times, some humans act irrationally that gives out the indication that they are unreasonable and lack the social instinct, which gives the impression that they are lower primates in existence. This situation is why the ethical philosopher, Immanuel Kant, believes that the highest good can be achieved if humans become ethically-minded by following rationality, which would suppress their animalistic instinct. According to him, we are bound by moral obligations to act right and not do what is wrong because the two actions do not depend on consequences, but whether an effort is right or wrong in itself. Ethics as an area of questioning and critical analysis of human activity continues in modern times as it, not abstract thinking cut off from social reality, especially as it relates the profession of journalism in this epoch of drone media

Ethics extends to most aspects of human engagement. However, the central concern of this paper is how it relates to drone journalism. Before that, we share to the relationship between ethics and how it transmits to journalism. The association of ethics in journalism is very vital because it deals with human action and disposition; there it requires the rules of engagement for a cordial liaison based on the principles of mutual respect.

Journalism ethics stands for the application of moral values in the practice of journalism, "the dominant attitudes and norms shaping practise "(Ward,2009). These are the prime principles of ethics governing media practise. While some of these basics apply to different countries and culture, certain principles are universal and sacrosanct; these include truthfulness, accuracy, objectivity, impartiality, fairness and being accountable to the audience (Anderson, 2020). Besides, it also includes other measures like non –discriminatory practices anchored on gender, race, religion, disability and other unfair acts in the delivery of news. Also, the five basic principles of ethics of journalism must be upheld in the practice of the job of newsgathering. These five common themes include according to the Ethical Journalism Network (2020): summarised here. First, truth and accuracy. The journalist must pursue the truth, and this is a prime principle of the job (Glazier, 2017). A news report should be accurate, and the truth must be sustained through corroborative information based on facts and figures obtained from unbiased and valid sources to avoid bias that endanger the person or the public through fake news.

Next is independence; journalists should not be influenced by individuals and institutions (Mellado et al., 2020). They must strive to be independent by not falling victim to external influences. These influences could be a financial inducement, threats, race, culture, political attachment etc. These and any other thing that constitutes a hindrance to objective delivery of news must be avoided. This principle of independence must be upheld as sacrosanct. Besides, fairness and impartiality, the journalist must try to understand and analyse both sides of the story for a balanced judgement because most reports involve both sides. The onus lies with journalists to balance these stories for objectivity as much as possible. After all, it builds trust and confidence in the practice. Moreover, Journalists must show humility by not harming persons through the publication of harmful materials, lies and toxic material that will reduce the dignity of people and put them in danger. They should weigh the impact of their choice of words, analyses and images that follow the news. Finally, for responsible journalism, the ability to hold a person accountable

for a report should be established. Also, errors in reporting should be retracted, and the victim accordingly compensated through a public apology. Attention should be paid to the feelings of the audience to provide remedies for any hurtful reporting.

These principles of ethics are vital in practice because of the obligation of journalists to society, to uphold these principles for a piece of objective information, thereby diverting conflict and pain. For (Kobasher 2016), ethics should be taken seriously in journalism. Especially in today's society that is governed by advances in media technology, which has made it easier to "tweak" anything to create gossip and fake news. Ethics will reduce these uncertainties and conflicts, especially for a journalist. These come up due to the diversity of culture and orientation in the world. Same news items mean different things to a diverse cultural group, and risks misinterpretations, hence the need for the application of ethics. According to (Ward, 2009),

A global-minded journalism is also of value because biased and parochial journalism can wreak havoc in a tightly linked global world. Unless the information is appropriately reported, North American readers fail to understand the causes of violence in the Middle East or drought in Africa. Jingoistic reports can portray the inhabitants of other regions of the world as a threat. Biased reports incite ethnic groups in an area to attack each other. In times of insecurity, narrow-minded, patriotic news media can amplify the views of leaders who stampede populations into war or urge the removal of civil rights for minorities (p.5)

The adherence to ethics would help control the incidence of bias and conflict in reporting a global event that may be interpreted differently by several nationalities worldwide, thereby reducing parochial influences and undue collective pressure on journalism.

The Drone Journalism and Ethics

Discussing media ethics, privacy issues in drone journalism has immense implications of drone journalism and the journalistic practice. This section is a review of journalism/media ethics, especially as regards the privacy of the citizen and its implication for drone use.



Figure 6: Hierarchy of Ethics for Drone Journalism by Matthew Schroyer

The advent of drones in journalism has put undue pressure on the practice as to what constitutes ethical practice in the deployment of drones to gather news. Consequently, this has set stress on the universal definition of ethical practice in journalism, especially regarding the privacy of the citizen. Several questions are being raised by the ethical dilemma brought about by its deployment in the media. Other areas of journalism have regulations, but drone journalism has not been appropriately tidied up by many countries; primarily as related to drone journalism ethics regarding security and privacy concerns" and their accommodation in an integrated regulatory framework". (Ntalakas et al., 2017; Uskali,2020).Accordingly, Ntalakas et al. (2017) pointed out this challenging regional-based regulation of drone,

Among the issues that haven't been adequately settled yet, it can be considered the moral implications that are related to journalism ethics, the privacy and security concerns, as well as their accommodation into an integrated regulatory framework. While a single worldwide-adopted regulatory framework is missing, there is observed systematic effort for many states /countries to settle legal issues related to Drone Journalism, by following some ground rules(p.190)

While there is no single globally adopted legislative framework, many states/countries are making a concerted effort to resolve legal difficulties associated to drone journalism by adhering to a set of ground principles.

In all, drone journalism ethics is the mode of operation guiding the deployment of drones in the gathering of news by journalists. The ethics of Drone Journalism "should be even more stringent than other journalism ethics". The code of ethics, one can hazard to say has not been universally adopted; it takes a long time to agree on that regulation. Drone journalists, on the other hand, should abide by federal, state, and municipal laws, with safety concerns and ethical decision-making enshrined in the codes of ethics" (www.poynter.org/,2020; <https://gijn.org/drone-journalism/>,2020) adopted by different countries on the practice. This adherence to codes, the operation is to avoid the issue of the invasion of privacy, intrusion, and the threat to national security.

So the ethics of drone journalism are centred on the different laws of countries, but supposedly draw inspiration from universal journalism ethics. With the added duty that comes with operating a flying vehicle, drone journalists should keep all of the ethical expectations that journalists who do not utilize drones have. The drone journalists should be aware of the dangers that their crewless vehicle poses and take all necessary precautions to avoid a crash. This condition necessitates that the drone be completely capable of regulated, steady flight, as well as that the drone pilot be well-versed in his or her equipment and capable of securely piloting the vehicle remotely. The drone journalists must be aware of the risk of injury posed by their unmanned vehicle and take all reasonable precautions to reduce the likelihood of a crash. According to Schroyer (2012), drone journalists must be aware of the risk of damage associated with their crewless vehicle and take all reasonable precautions to avoid a crash. It also means that throughout a flight mission, the pilot must be aware of his or her own capabilities as well as the capabilities of the vehicle, and must not exceed any of these boundaries. According to (Schroyer), these added ethical responsibilities should include, among others: newsworthiness, safety, the sanctity of law and public space, privacy and adherence to traditional ethics. These he represented graphically; see figure 6.

Therefore, drone journalism ethics is an added extension of hitherto journalism with additional stringent ethical regulations like that of safety members of the audience beneath the drones hovering above during newsgathering. The hierarchy aptly captures this under the sanctity of law and public places. Drone Journalism has created additional responsibility for ethics and thereby creating a new dilemma for the application of ethics in the practice of journalism, which necessitates the re-definition or extension ethics to contain this current revolutionary situation.

The theoretical framework for our study will be presented in the following section, which is based on the motivation of the literature analysis, which aimed to analyze the current issues of drone journalism and newsgathering ethics. The advancement in science has continued to change the dynamics of social systems, and the media is not exempt in these innovations. It has exerted systemic modifications, especially in the practice of journalism. For example, the internet and social media have challenged traditional professional operations and employment of journalists. The way to solve this is through innovations [and adaptability], and drone journalism stands out as one of the ways to address these challenges as "the process of taking new approaches to media practices and form while maintaining a commitment quality and high ethical standards "(Pavlick, 2013.p183). The advent of drone journalism seems an innovation to solve new-age problems through the diffusion of innovation.

Conclusion and Recommendations

The advent of drones and the diffusion of innovation has put undue pressure on what constitutes ethical practice in drone deployment to gather news. Because biased and parochial journalism may create havoc in a densely linked global society, global-minded journalism is equally valuable. The application of ethics in journalism requires modifications to suit the demands of this avant-garde reporting, as the intrusive nature of this medium of investigative journalism creates new ethical challenges for practitioners, governments and citizens.

Drone journalism ethics is the mode of operation guiding the deployment of drones in the gathering of news by journalists. Drone journalism ethics, because of the overarching benefits and possibilities of technologies, should be much stricter than other types of journalism ethics.. These added ethical responsibilities of the media demand higher accountability in newsworthy pursuits, the sanctity of law and public space, and adherence to traditional media ethics and respect for personal privacy. Note that we are not focused on reviewing drone regulations, but we are focused on ethical considerations in the media's use of a drone. Presently, media ethics is not specific to the privacy of citizens per se.

Now we are proposing that the word privacy is expanded in media ethics for drone journalism to integrate/adapt aspects of Koop's typology of privacy, in the interest citizen protection. Respect for privacy in drone journalism activities must now be expanded to cover Mediated communication, Documents, Computers, Places, Property, Personal Data, Unmediated Communication, Social relations, Family, Autonomy, Thought, Identity, Person. Kloop et al. proposed this privacy typology in 2007, based on a thorough examination of constitutional privacy provisions in nine countries: the United States, Canada, the United Kingdom, the Netherlands, Germany, Italy, the Czech Republic, Poland, and Slovenia. However, there are lessons referenced from this typology regardless of varying socio-cultural contexts and continents. These lessons can be adapted for discourse and could work in nations with democracies.

There is the question of whether journalists can still do investigative journalism if these privacy recommendations are limiting. To this, discourse must be engaged before policies are

implemented locally and globally. Stakeholders, especially government, must carry all parties along and operate in the best interest of polity. Nevertheless, we cannot sacrifice the sanctity of the individual's privacy just for sensational news. This situation is the ethical dilemma being addressed herewith and worthy of further studies in-country and continent contexts, not to mention the possibilities of global drone journalism ethics, as the line between nations diminishes.

This paper further suggests the relevance of rethinking the classical interpretation of ethics through a transformed understanding of new perception in the face of drone technology. In conclusion, the paper pays attention to three stand-points: the regulation of drone journalism, the re-definition of media ethics, and the agglomeration of the two to bring out an acceptable moral procedure on drone journalism, in the interest of the sanctity & privacy of human persons.

The future of drone journalism is dynamic and cannot be stopped. This situation is expected to reduce human contact and high-risks in newsgathering. This paper tried to point out the ethical challenges brought about by the modern method of newsgathering with drones and the attendant inability to have a universal regulation for the deployment of this device ethically. This study has some limitations, and further studies are needed. There has not been improvement among nation to harmonise these laws due to different culture laws and orientation regarding ethical approaches to newsgathering with drones. These challenges may lead us to further research as to why countries are reluctant to harmonise these laws. The regulatory milieu for drone journalism is varied; therefore, the critical ingredient behind separate bills by states should be studied. The plan should be for the government of different countries to work together for one ethical approach to the deployment of drones for newsgathering. It remains to be seen if states, like the European Union, will be able to resolve these dilemmas. According to Uscali et al. (2020). "Starting in July 2020, a uniform EU regulation will replace all national drone rules, and a drone pilot will require authorization from the state's registration (European Union Aviation Safety Agency)," This practice connects to the future of ethics drone journalism.

Declaration of Interest Statement

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Author has sole rights to make this submission. The article is not currently being considered for publication by any other print or electronic journal.

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