



MARKETOBSERVATION

**CODE OF CONDUCT FOR BLOGGERS ('OBSERVERS') ON
WWW.MARKETOBSERVATION.COM**

- **OBSERVERS** are an exclusive group of people who have the legitimation to place head entries (entries which appear on the surface of **MARKETOBSERVATION.COM**)
- **OBSERVERS** are non-dogmatic individuals who are deeply convinced that the constant exchange of valuable information leads to a continuous improvement of the professional environment.
- **OBSERVERS** use information sources from highly reputed institutions (e.g. first class universities, top rating agencies etc), corporations, media groups (e.g. leading national and international newspapers) and individuals.
- **OBSERVERS** are honest and fair in gathering, reporting and interpreting information.
- **OBSERVERS** should:
 - Never plagiarize
 - Identify and link to sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.
 - Make certain that Weblog entries, quotations, headlines, photos and all other content do not misrepresent. They should not oversimplify or highlight incidents out of context.
 - Never distort the content of photos without disclosing what has been changed. Image enhancement is only acceptable for technical clarity.
 - Never publish information they know is inaccurate -- and if publishing questionable information, make it clear it's in doubt.
 - Distinguish between advocacy, commentary and factual information. Even advocacy writing and commentary should not misrepresent fact or context.
 - Distinguish factual information and commentary from advertising and shun hybrids that blur the lines between the two.
- **OBSERVERS** treat sources and subjects as human beings deserving of respect.
- **OBSERVERS** should:
 - Show compassion for those who may be affected adversely by Weblog content.

- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or grief.
 - Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of information is not a license for arrogance.
 - Recognize that private people have a greater right to control information about themselves than do public officials and others who seek power, influence or attention. Only an overriding public need can justify intrusion into anyone's privacy.
 - Show good taste. Avoid pandering to lurid curiosity.
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- **OBSERVERS** should:
 - Admit mistakes and correct them promptly.
 - Explain each Weblog's mission and invite dialogue with the public over its content and the **OBSERVERS'** conduct.
 - Deny favored treatment to advertisers and special interests and resist their pressure to influence content. When exceptions are made, disclose them fully to readers.
 - Be wary of sources offering information for favors. When accepting such information, disclose the favors.
 - Expose unethical practices of other **OBSERVERS**.
 - Abide by the same high standards to which they hold others.