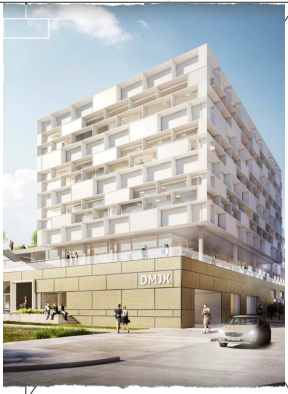


DMJX Danmarks Medie- og Journalisthøjskole

Introduction to use of sources,
GDPR, hidden camera and
microphone by/ Ass.
Professor Asbjørn Slot
Jørgensen


August 2025 Asbjørn Jørgensen



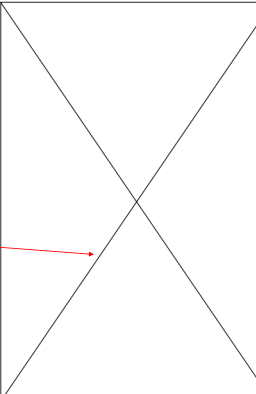
2

DMJX Danmarks Medie- og Journalisthøjskole

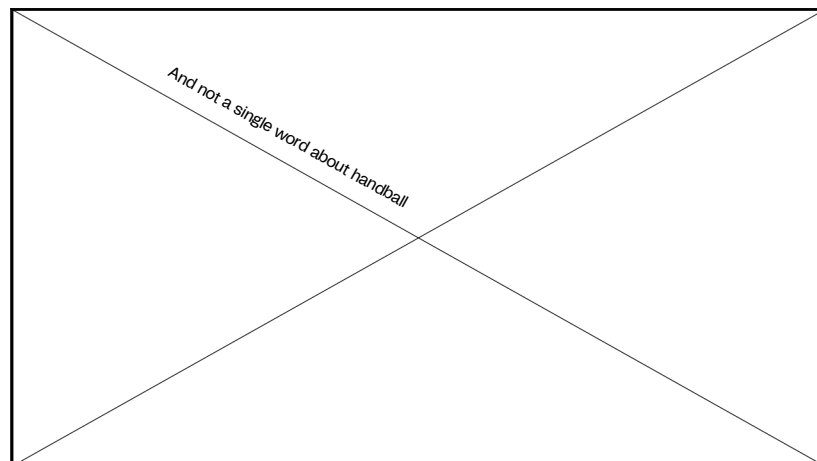
Teaching methods
Working methods at the school
Working conditions for DK-j and ...
disruptions ;)

The Place Holder (the X, the logo) 

Asbjørn Jørgensen




3



4

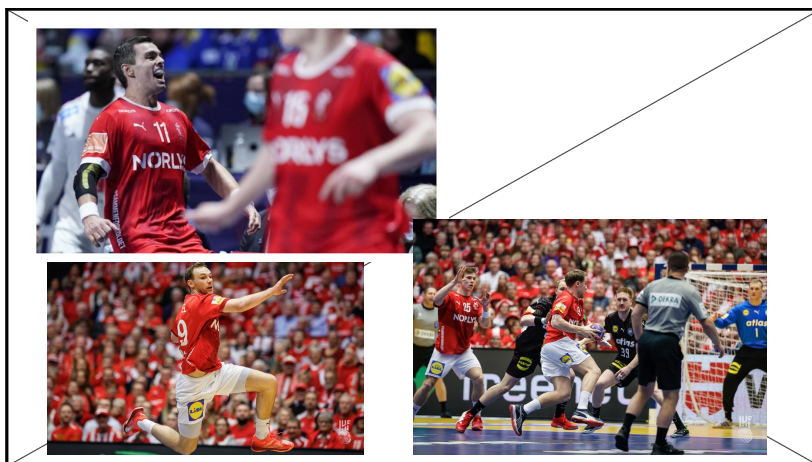
this is Jim Gottfridsson, Sweden

- and this is my name



Asbjørn Jørgensen
asbo@dmix.dk
2175 2125

5



6



7



8

Danish News in English

- The Copenhagen Post: <http://cphpost.dk/>
- The Local Denmark: <http://www.thelocal.dk/>

... but **googletranslate and chatbot** may also help, together with Danish-speaking locals (i.e., do **ask!**)

9

Agenda today:



(Teaching methods)

Working methods at the school.
Working conditions for DK-j

Sources,
GDPR,
Media Ethics Code,
AI.

10

The Danish Constitution

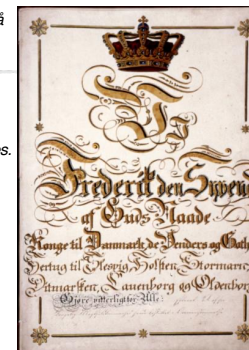
- 1849 (latest edition 1953)

- § 77

- “Any person shall be at liberty to publish her/his ideas in print, in writing and in speech, subject to her/him being held responsible in a court of law.”

- “Censorship and other preventive measures shall never again be introduced.”

§ 77
Enhver er berettiget til på tryk, i skrift og tale at offentliggøre sine tanker, dog under ansvar for domstolene. Censur og andre forebyggende forholdsregler kan ingensinde på ny indføres.



11



12

Learning?

1. I teach - doesn't work.
2. You learn - may work.

13

Experience-based learning:

Experiment - active doing
 Experience - feeling what happens
 Observation - watching and reflecting
 Conceptualisation - thinking abstract conclusions
 NO CONCLUSION, BECAUSE IT IS A WHEEL.

14

J-work and DMJX-work:

Write/edit/produce
 Feedback, Rewrite
 Reflection/work report - with decisions!
 Idea, planning, coaching
 Research, collect

NO CONCLUSION, BECAUSE IT IS A WHEEL.



15

Working here:

-Realworld, streetwise, risk-taking,
 -publishable, published, open sources
 -reflecting

16

Feedback: 5 x C

-
1. Constructive,
 2. Concrete,
 3. Caring,
 4. Conceptual,

17

Feedback: 5 x C

1. Constructive,
2. Concrete,
3. Caring,
4. Conceptual,
5. *Cut-the-crap.*



18

Working here:

- Sources: get the dog's name
- TMOAQ
- No hidden methods

19

Working here:

- Sources: get the dog's name
- TMOAQ
- No hidden methods (unless...)

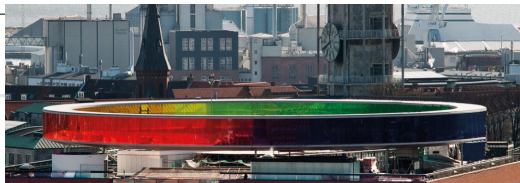
20

Working here:

- Quoting– who and how?
- Recording phone conversations
- Photos and video
 - *from public places*
 - *from private premises*
- Freedom of speech
- FOI/ Freedom of Information
- Copyright– what and who?

21

Working in DK as a journalist/ photojournalist:



- sources may/can participate – but not obliged
- source protection
- politeness!
- Aarhus is a small town
- take care; reputation of Dmjax and ...
- children ?

22

GDPR principles:

- Lawfulness, fairness and transparency
- Purpose limitation
- Data minimisation
- Accuracy
- Storage limitation
- Integrity and confidentiality (security)
- Accountability



23

GDPR at DMJX:

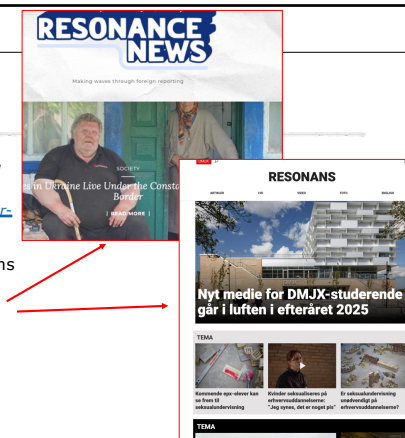
- *See ItsLearning; link to rules and guidelines*
- Information
- Consent
- Purpose
- Hardware
- Software
- Email
- Best practice and common sense



24

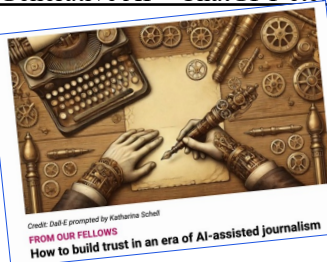
GDPR at DMJX - for journos and phojos

- *See ItsLearning; link to rules and guidelines*
<https://studieservice.mediatjunaale.dk/gdpr-dit-ansvar-som-studerende/>
- Exemptions from GDPR restrictions – if for publication in regular and registered news media for example on Resonans (after www.mediatjunaale.dk)
- Instead, we must **comply** with media law & penal code



25

Generative AI – ChatGPT etc. – what now = *Reuters, Jan. 2025*



Technology is now redefining key concepts, "such as **authorship, autonomy and transparency** itself, and creates a matrix to help colleagues decide **how to label their work** in human-machine-hybrid news production environments."

A key quote:

"For journalism to evolve to meet the demands of a hybrid era, so too must our notions of autonomy, authorship, and transparency. Let's stop merely stamping AI with a label and instead **offer an accounting of how we practise our craft**. **Users will be best served by a journalism that reveals its process** – even when it's supported by machines."

26

Generative AI – ChatGPT etc. –DMJX rules:

Thoughts about sound use and attribution:

"... sound academic and journalistic principles entails consistently attributing sources when introducing ideas or assertions not originating from oneself. This principle equally extends to the utilization of generative AI."

If AI tools are used, it is imperative "to concisely delineate this utilization".

"Presented assignment responses must embody independently produced work."

When AI meets GDPR or copyright: Your responsibility.
When AI meets source list: Attribute correctly, APA.

Source:
the 2024 curriculum for BA in Journalism at DMJX,
and Asbjørn's summary.

27

Generative AI – ChatGPT etc. – what =DMJX rules:

1. Your use of AI
2. Your own work
3. AI-generated illustrations
4. How to inform your audience about your use of AI in (photo)journalism
5. How to inform your teacher/supervisor/examiner about your use of AI
6. Fact-checking
7. Special cases with broader allowances
8. Copyright
9. Personal data
10. References

Your use of AI:

You are allowed to use AI tools in all parts of your work process.

Your own work:

AI may only be used as assistance and must not complete the entire assignment for you. Submitted assignments must be independently produced work. Therefore, AI tools must not actually generate assignment responses, (photo)journalistic products, academic papers, reflection reports, feedback, etc. Doing so would fall under the general rules on plagiarism and cheating.

AI-generated illustrations:

AI tools may be used to create illustrations (photo, video, audio), but not (photo)realistic illustrations could be mistaken for documentation.

How to inform your audience about your use of AI in (photo)journalism:

Always consider whether you should disclose your use of AI-generated tools in the journalistic process.

How to inform your teacher/supervisor/examiner about your use of AI:

If you use AI, you must clearly state in your reflection report what you used it for and how.

28

Generative AI – ChatGPT etc. – what =DMJX rules:

1. Your use of AI
2. Your own work
3. AI-generated illustrations
4. How to inform your audience about your use of AI in (photo)journalism
5. How to inform your teacher/supervisor/examiner about your use of AI
6. Fact-checking
7. Special cases with broader allowances
8. Copyright
9. Personal data
10. References

Fact-checking:

Information originating from AI tools must, like all other information used in assignments and journalistic productions, be verified. It is your responsibility to check the reliability of all information used.

Special cases with broader allowances:

In special cases, assignment instructions may explicitly allow more extensive use of AI tools.

Copyright:

You are responsible if, in connection with the use of AI, you upload or share material (of any kind) that may be subject to GDPR and/or copyright regulations.

Personal data:

See DMJX's general guidelines for students' use of AI services (available via Study Service: <https://dmjx.nu/public/D2024-002551.pdf>).

References:

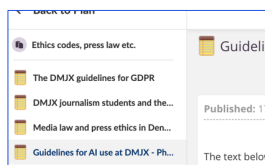
At DMJX, output from ChatGPT and other language models (LLMs) is considered a source. You must therefore cite them in the same way as other references in your assignment, i.e., following APA style. A citation might look like this:

OpenAI. (2023). ChatGPT (Nov 6 version) [Large language model].

29

Generative AI – ChatGPT and Copilot etc. – DMJX rules:

- These principles are also in your ItsLearning room (or ask!).
- And presented during the intro days.
- They are imperative, mandatory.



30

Plagiarism

Plagiarism is:

"Presenting work or ideas from another source as your own ...
by incorporating it into your work without full acknowledgement.

(from the academic guidance from Oxford University)

DMJX rules and procedures about plagiarism, short version:
(from the DMJX Academic Regulations, Studietoelagen)

- Do not obtain or provide undue assistance or aids.
- It is not permitted to present another person's work as your own.
- Students caught violating these rules will be expelled from the exam.
- In severe cases, the student may be expelled from the program.



31

DMJX procedures:

- ****Exam Cheating:****
If the examiner suspects cheating:
investigation of the matter.
If the suspicion is well-founded, the case is referred to the rectorate.
- ****Assignment Cheating:****
If cheating is suspected, the teacher investigates the matter and may review other assignments by the same student. Interviews possible.
If the suspicion is well-founded, the case is referred to the rectorate.



32

DMJX procedures, sanctions:

1. Warning
2. Expulsion from exam
3. Suspension of exam re-sit option
4. Expulsion from DMJX

- Cancellation of already given grades.



33

DMUX	34
the end of the slideshow ☺	

34