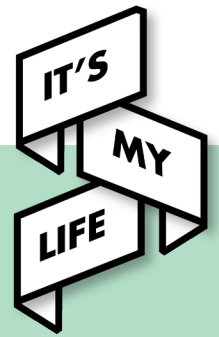


TIP SHEET ON ETHICS



Every piece of communication we do has ethical dimensions. Being an ethical communicator means thinking about how others are affected by our communication.

Ask yourself:

- Is it fair?
- Is it honest?
- Is it respectful of social diversity (that is, positive about the full range of ethnicities, genders, age-groups, sexual orientations, occupations, religions, and other individual characteristics that make up a vibrant, inclusive, tolerant multicultural society)?
- Is it respectful of other viewpoints, and people's right to hold them even if they conflict with our own?
- Does it avoid trivialising, harming, alienating, or distressing any person or group of people?
- Would you be happy to be on the receiving end of this piece of communication yourself?
- Does it obey the law?
- Does it obey unwritten expectations governing the situation, such as netiquette expectations?
- Does it make you feel proud to sign your name to as an example of good work?



**Lots of further information about communication ethics is available by searching online! Plus, if you would like to talk to a Massey staffmember about ethical principles in relation to your campaign, please feel free to contact Dr Elspeth Tilley on:
e.tilley@massey.ac.nz**