



the british  
psychological society  
promoting excellence in psychology

BPS members who work with the media or participate in media productions are encouraged to uphold the following professional standards:

### **Respecting the dignity and autonomy of contributors and other persons:**

- being open in dealings with production companies and contributors
- working on a basis of valid consent from contributors
- promoting fairness and sensitivity in portraying individuals and groups
- advocating reasonable rights of reply
- observing best practice standards for privacy, confidentiality and anonymity which are only infringed with the valid consent of the individual(s) concerned or where there is a clear over-riding public interest
- refraining from public comment on the behaviour or psychology of identifiable individuals where there is any risk of offence, distress or other harms
- considering potential effects on third parties such as relatives and colleagues of contributors
- advocating caution in the use of archive or library material involving emotional trauma, illness, death or suffering, or revelations of a personal nature, and in the need for appropriate consent for the re-use of such material or material supplied by third parties
- advocating for the protection of the rights of persons who are vulnerable or of limited capacity

### **Supporting high standards of integrity:**

- maintaining high scientific standards of accuracy and evidence
- advocating respect for academic freedom and integrity
- advocating coverage of a diverse range of views and fostering debate
- advocating for engagement with appropriate ethics review
- avoiding offering comment, opinion or advice beyond one's professional competence
- maintaining high standards of professional practice and ensuring appropriate supervision and support from professional peers
- respecting the duty of confidentiality to one's clients
- ensuring that one's correct professional title is referenced in the production or in the credits, as appropriate

### **Being socially responsible:**

- recognising that media production exists within the context of human society and has a potential for great influence
- accordingly, acknowledging a shared collective duty for the welfare of human and non-human beings, both within the societies in which media production takes place, and beyond them
- considering possible risks and seeking to minimise them while maximising benefits