

ACCT3001E - Business Ethics and Issues

STOT Group Written Report

Business Ethics in Media

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Introduction

In our report, we defined business ethics as the expected behavior of a company, where “correct” is determined by the standard generally accepted by the public. The company should not hurt others’ interest besides making profits¹. Business ethics talks about moral value which is different from corporate social responsibility focusing on social obligation².

Nowadays, media becomes a focus in business ethics. Original function of media is to tell the public recent facts and deliver knowledge to assist in education. Its value in entertainment should be a byproduct. However, profit-making press companies, like Apple Daily founded in 1995, switched the core value of media. Its news is exaggerated and biased. Its way to obtain the information is unethical, such as using paparazzi³. It is unfair to the people in the news. Thus, organizations like Hong Kong Journalists Association⁴ and Hong Kong Press Council Limited⁵ are developed to ensure high quality journalists. The former one established codes of ethics⁶ for its registered members to follow. It also received complaints and issue complaint handling reports (Appendix 1). In the annual reports of 2003 and 2011 of the latter organization (Appendix 2), there is a great increase in number of complaints and slightly increase in the categories, which is a signal to raise our concern in the business ethics in media.

Reasons for raising concern of business ethics

(1) More unethical practices are uncovered by the media. In recent years, many scandals of different company are reported by the media. For example, fake eggs made from gum, milk Powder added melamine and so on. These products added chemicals are harmful to human body. Since more and more unethical acts are reported by the media, the public become more concern on the importance of business ethics.

(2) More people are educated. In Hong Kong, according to the government survey, over 51% of people have secondary school education level. It is believed that they can think critically and able to distinguish between unethical and ethical act.

(3) Business ethics may bring positive effect to profit. Nowadays, people are more willing to buy things from ethical shops, causing businesses become more aware of business ethics. Besides, ethical shops who gain positive word-of-mouth also can raise sales.

¹ Definition: <http://www.businessethics.ca/definitions/business-ethics.html>
&http://business.lovetoknow.com/wiki/A_Definition_for_Business_Ethics

² Difference between business ethics and corporate social responsibility:
<http://www.differencebetween.net/business/difference-between-business-ethics-and-social-responsibility/>

³ Article on press industry: <http://media.people.com.cn/BIG5/22114/88454/116907/6924369.html>

⁴ [Hong Kong Journalists Association] <http://www.hkja.org.hk/site/portal/Site.aspx>

⁵ [Hong Kong Press Council Limited] http://www.presscouncil.org.hk/ch/web_index.php

⁶ Codes of ethics of HKJA: <http://www.hkja.org.hk/site/portal/Site.aspx?id=A1-502&lang=en-US>

(4) Society pressure from the general public also leads to the raising concerns of business ethics. The general public may oppose by rejecting buying things from the business. Moreover, if there are malpractices like the milk power incidence, demonstration and complaint may appear.

Reasons why business have unethical acts

(1) Ethical egoist. Ethical egoists are the ones wants to satisfy their own self-interest or greed, for example, money, power, achievement, success and honors. They think result is more important than the methods used.

(2) Competition between companies. In order to survive in the industry, the companies with lower profit will try to use different strategy; including the unethical one. Some huge companies may also use unethical method to attack their competitors to protect their market share.

(3) Unethical practice trend in the industry. Nowadays, in order to attract audience, the media like to use exclusive news like the secret of some stars to catch the attention of general public. However, it usually is irrespective to the leading character. Besides, the media company tends to be affected by some powerful people or organization like the government to only release the news favors them.

Unethical behaviors in media

(1) News falsification. Unethical media always report inaccurate information or distort the original meaning of the fact by selection or misrepresentation in order to attract people to read, especially in entertainment news. The false information misleads the public and prevents people from receiving the true information.

(2) News censorship. Due to political pressure and financial inducement, corporations may suppress publication of news or articles. It is a usual practice in China because government wants to control the release of presses. For instance, SCMP reported the death of Li Wangyang in A6 page instead of headlines⁷. Besides, Lau Yui-siu's article is twisted by Sing Pao daily without prior notice⁸.

(3) Media obtaining information by unethical means. The typical example is candid photography of celebrities. Moreover, journalists may “produce” news by themselves. The incident between Chan Kin-hong and Apple daily in 1998 revealed the practice that unethical media give compensations to interested parties to get the exclusive news which however may not reflect reality.

⁷ <http://news.sina.com.hk/news/20120620/-1-2696599/l/921758.html?rtext>

⁸ <http://hk.apple.nextmedia.com/news/art/20120324/16185870>

(4) News involving prurience, indecency and sensationalism. Unethical media always report indecent news to attract people. The example is Sharp Daily containing pornographic comics which lack news values. It is inappropriate for a free newspaper to issue it. Furthermore, when reporting news involving violence, accident or suicide, some newspapers always post gory photos⁹. Consequently, it intrudes in the grief and distress of victims.

Impact of unethical behaviors

For the corporation, it faces the legal issues and fine against unethical acts. Broadcasting Authority, the former of Communications Authority, monitors behaviors of TV and Radio Broadcast. For example, ATV was fined \$300,000 as it reported the false news of Jiang Zemin's death. For publishers, the Obscene Articles Tribunal¹⁰ determines whether the article is obscene or indecent.

Additionally, it affects employee performance. Ethical employees would refuse to do unethical acts and resign. As a result, the turnover rate increases and company loses valued employees.

Besides, company credibility would be reduced by its unethical behaviors. According to a survey conducted by HKUPOP¹¹ in 2012, the reliability towards media decreases generally.

Regarding society, unethical acts in the media reduce accuracy of news because of wrong information reported. As a result, the public would be misled by the media and ignore the truth. Furthermore, since media can affect the public easily, people may then behave like the unethical media. Therefore, it would corrupt social values.

Comparison between Hong Kong and China

(1) Social

Hong Kong has a great impact and pressure from media and communication especially the power of netizens. There are more bodies and legislation in controlling the ethics. Therefore, Business has to be more carefully in handling ethics and other corporate social responsibility to order to avoid ruining its reputation.

On the other hand, China has strictly controlled communications and Medias and blockage of information to reach citizens. For instance, Harmonized Weibo cut the access to specific news and websites.

⁹ http://the-sun.on.cc/cnt/news/20100118/00407_022.html

¹⁰ http://www.judiciary.gov.hk/tc/crt_services/pphlt/html/oat.htm

¹¹ Public Opinion Programme, The University of Hong Kong <http://hkupop.hku.hk/chinese/release/release970.html>



(2) Cultural

Being the previous British colony, HK people tend to have a more westernized culture and open mind. They are more acceptable to the business ethics. Also, with its better education and civilization in general, there are higher aware nesses on ethics.

The Traditional Chinese culture, which also promotes ethics, vanished during the Cultural Revolution in China. Furthermore, China has a lower civilization rate. Not only the ethics is ignored, the concept of ethics can hardly reach the citizens.

(3) Current business situations

Hong Kong is an essential financial center with long history of business development with concept of business ethics brought by foreign investment. Moreover, there are more organizations in controlling and supporting business ethics in HK. For example, Hong Kong Ethics Development Centre which set up resources center to support enterprises and Consumer council which issues guidelines for businesses to follow. In result, Hong Kong businesses are more mature in handling business ethics.

On the contrary, The Chinese Economy is still in transition and growing stages. Entrepreneurs may try to grasp as much Profits to meet the high growth rates but ignore the ethics and even misbehave. Moreover, due to shorter history, there is a lack of control and legislations on ethics that may results in immature and unethical behavior.

Difficulties in implementing ethics in China

Firstly, due to the fierce competition China must continue to grow and develop. In a consequence, businesses try to seek profit in the expense of ethics and others. Apart from this, with the loopholes in the current legislation system and lack of popularity of Business ethics among the management, it is very easy for businesses to commit to unethical behaviors. Obviously, more time is needed for ethics to grow in the country.

Furthermore, the position of government is ambiguous with low transparency. It is still in doubt that if the Chinese government is aiming at financial rewards and climbing up the World ladder.

Recommendation and comments

All parts of the society have to strive for a better ethical environment. The three parties include the government, corporations, and also the public. And the four areas they should work on are:

(1) To identify unethical acts

Government:	Corporations:	Society:
Have regular checks on the operation process of companies.	Employ independent companies to evaluate the performance.	Be sensitive to the surroundings.
Set up laws and regulations to protect employees and customers – (a)	Set up an effective internal control system – (c)	Safeguard consumers' rights – (d)
Provide resources for SMEs – (b)		

1.1 Government

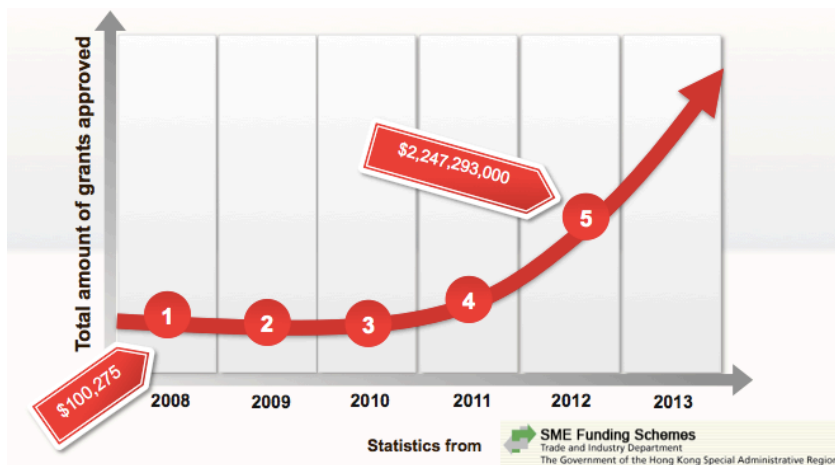
(a) Government regulates companies in order to accomplish the objectives in Appendix 3. For example, government passed the Professional Accountants Ordinance¹² and stated that an independent auditor who must be either CPA or Public accountants registered under the ordinance shall audit required accounts. In response to such auditing ordinance, ethical companies will normally follow the guideline provided by HKICPA code of ethics¹³.

(b) The government is also supportive in SMEs. The graph illustrates the increase in subsidies to SMEs by the government in these recent years for ethical work done¹⁴.

¹² The Professional Accountants Ordinance
<http://www.legco.gov.hk/yr03-04/english/ord/ord023-04-e.pdf>

¹³ HKICPA code of ethics
http://app1.hkicpa.org.hk/ebook/HKSA_Members_Handbook_Master/volumel/COE.pdf

¹⁴ SME Funding Schemes
<http://hong-kong-economy-research.hktdc.com/business-news/article/Small-Business-Resources/HKTDC-SME-Start-up-Programme/sbr/en/1/1X000000/1X09N9WD.htm>



1.2 Corporations

(c) A sample internal evaluation form for an education institute ¹⁵ is illustrated below. It includes question concerning whether teaching staff accept and support students with special education needs.

Appendix 12

The Whole School Approach to Catering for Students with SEN Year-end Evaluation Form at School Level (for school self-evaluation and submission to EDB)

1. The progress of our school on catering for students with SEN is as follows :

Please put a '✓' in the box.

I	Inclusive Culture	Highly satisfactory	Satisfactory	Acceptable	Need improvement
a)	Staff accept students with SEN and are committed to supporting them				
b)	Staff share the concept of the Whole School Approach and support each other in the implementation process				
c)	Students accept each other's uniqueness and individual differences				
d)	Learning activities are arranged in accordance with students' abilities				
e)	Staff generally agree that everyone is equal and has the right to participate in all school activities				
f)	There is good home-school collaboration and frequent communication between parents and teachers about the student progress				

1.3 Consumers

(d) Here are some examples for consumers' rights.

The right to safety.	The right to be informed.	The right to be heard.
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¹⁵ School Practice
http://www.edb.gov.hk/FileManager/EN/Content_7609/evaluation_e.pdf

The right to choose.	The right to a healthy and sustainable environment.	The right to satisfaction of basic needs.
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(2) To promote among the public

Government:	Corporations:	Society:
Support event and competitions that promote business ethics –(a)	Include a part of ethics assessment in the recruitment process.	Report unethical behaviors.
Show appreciation to those ethical companies – (b)	Create an encouraging atmosphere / company Culture.	Educate the next generation
Provide resources to companies.	Top to bottom. (Management by objective) – (c)	Boycott unethical doings and corresponding Companies – (d)

2.1 Government

(a) Here is an example ethics promoting activities supported by the government.¹⁶



(b) The government can also show appreciation to those ethical companies. The Hong Kong Q-mark Service Scheme¹⁷ was established in July 1978 with an aim to appreciate business providing good quality service and acknowledge consumers which company is doing well so that they can choose better companies to do consumption.



¹⁶ Fair Trade Hong Kong
<http://www.fairtradehk.org/?lang=en#!prettyPhoto>

¹⁷ Hong Kong Q-mark Service Scheme
http://www.industryhk.org/english/fs/fs_qmark/fs_qmark_obj.php

2.2 Corporations

(c) Use of some top to bottom strategy such as Management by objective. Adopting MBO is to put business ethic goals as the ultimate objective. And organizational targets of different department will together strive for it. And this can ensure business ethics in all parts of an organization.

Figure 1: The Five-Step MBO Process



2.3 Society

(d) The news in Appendix 4 showing people boycotting Apple’s product because Apple ignored the importance of being environmentally friendly.¹⁸

(3) To set up a consistent business standard

Government:	Corporations:	Society:
keep on updating and putting more resources in the help of construction of business ethics model –(a)	Have practical guidelines (protocol)for employee to follow when encounter unethical events.	Education in school curriculum.

¹⁸ News

<http://hk.news.yahoo.com/罷買 mac 機-抗議蘋果不環保-棄綠色認證-三藩市政府禁採購-212243804.html>

	collaborate with Government Department in standardizing the business ethics rather than working alone – (b)	Develop personal ethics
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3.1 Government

(a) From the ICAC website, there are many kits and programs that the business sectors can access to (Appendix 5).¹⁹ They might find them useful in diagnosing their current position on ethics management and further developing a more clearly-defined, well-communicated and effectively-implemented code of conduct.

3.2 Corporations

(b) The Hong Kong Business Development Centre is a non-profit making organization under ICAC. It aims at providing tailor-made support and services for the business community to achieve the best result. Business sector can ask for their help if they want a clearly-defined ethics standard.

Then they should pass the message clearly to their employees. For instance, Lyreco provides its employees with a clearly-defined code of ethics²⁰. It states the ethical principles that are the responsible for each employee to follow and to use during their daily operations and contacts with the third parties.

3.3 Society

People should develop a personal ethics, distinguish the right and wrong and learn from the unethical business behavior happened in the society.

(4) To emphasize business ethics in the society

Government:	Corporations:	Society
revise existing law to increase punishment when	provide business training about ethics principles	Education in school curriculum.

¹⁹ <http://www.icac.org.hk/hkedc/chi/library2.asp>

²⁰ <http://sg-corp.lyreco.com/gbr/about-lyreco,1029/code-of-ethics,2293.html> & http://group.lyreco.com/medias/Supplier_Code_of_Ethics_Page/supplier_code_of_ethics.pdf

committing unethical and illegal act	–(a)	– (c)
Condemn legal but unethical event.	code of conduct for employee’s signature – (b)	Condemn unethical acts to arouse awareness – (d)

4.1 Corporations

(a) It can provide business training about ethics principles. For example, Courses and seminars can be provided with illustrative unethical cases and during the case analysis it can remind employee to observe the laws and codes.

4.2 Society

(b) It can include code of conduct for employee’s signature so they can understand the obligation as an employee to comply with codes of ethics (Appendix 6).

(c) A good ethical environment can be established by education. University and secondary school can include business ethics in its curriculum.

(d) Whenever there is an unethical act happens, the public should condemn it in order to arouse the society awareness. In Appendix 7, it is about some articles making a biased or even a misleading statement based on what they see or feel in order to play to the crowd. Their final aim only wants to arouse the public awareness, making more people buy their products and hence having a higher selling volume. There are many similar cases nowadays and these are unethical and should not be tolerated.

Conclusion

To conclude, in order to maintain a good environment of business ethics, the mass media should be the role model because of its penetrating power in the society. If even the mass media ruined the business ethics environment, how can the others follow and how can an ethical environment be established?

Appendix

Appendix 1:

HKJA's Judgement on Complaint against Appledaily(Chinese Only)

香港中文大學物理系校友會於8月16日致函香港記者協會，投訴《蘋果日報》當日〈中大迎新營玩死女生作家之女留遺書跳樓亡〉的頭版報道，指報道「以絕對肯定的語調，以『中大迎新營玩死女生』為題報道此事，嚴厲指摘中大迎新營是導致死者輕生的原因」。該校友會指有關報道「沒有事實根據，罔顧傳媒職業操守，嚴重傷害中文大學的聲譽，也讓籌備迎新活動的學生帶來不必要的壓力。」該校友會要求《蘋果日報》向死者家屬、中大及籌辦迎新營的學生組織公開道歉。

本會操守委員會向《蘋果日報》方面查詢，該報總編輯張劍虹於本年9月29日回覆本會，指「本報記者在採訪這宗跳樓事件時，曾接觸警方，得知死者在事發前曾經參加過中文大學物理系迎新營，警方亦曾懷疑事件與她在迎新營的經歷有關；警方在事後亦曾聯絡籌辦該迎新營的學生……記者當晚聯絡到該迎新營的負責人，他承認警方在事後聯絡他，查詢事件。」

張劍虹又表示，在整篇報道中，沒有用肯定的語句判定死者輕生的原因。至於報道的標題，他「承認在字眼上有值得商榷的地方，並就此作出過檢討。」

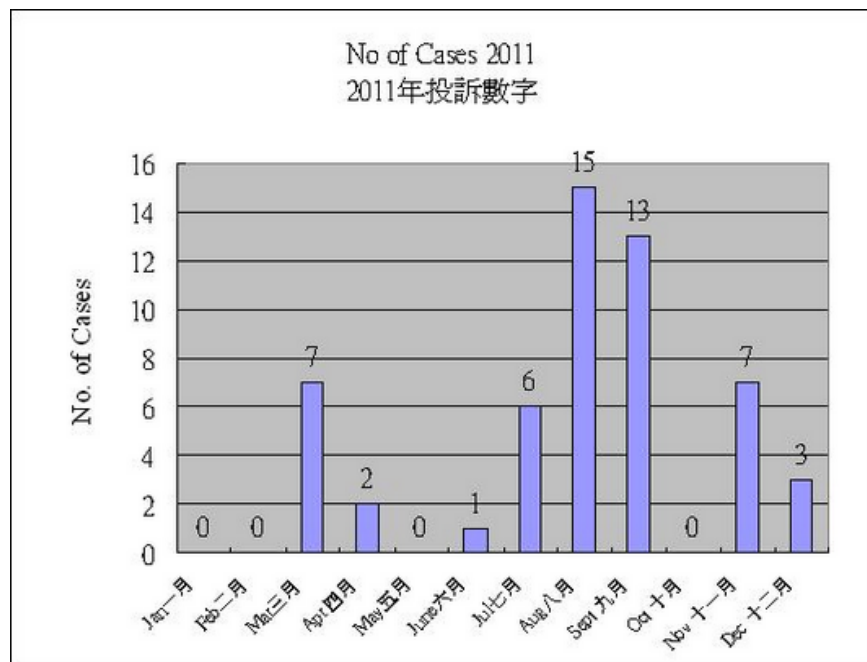
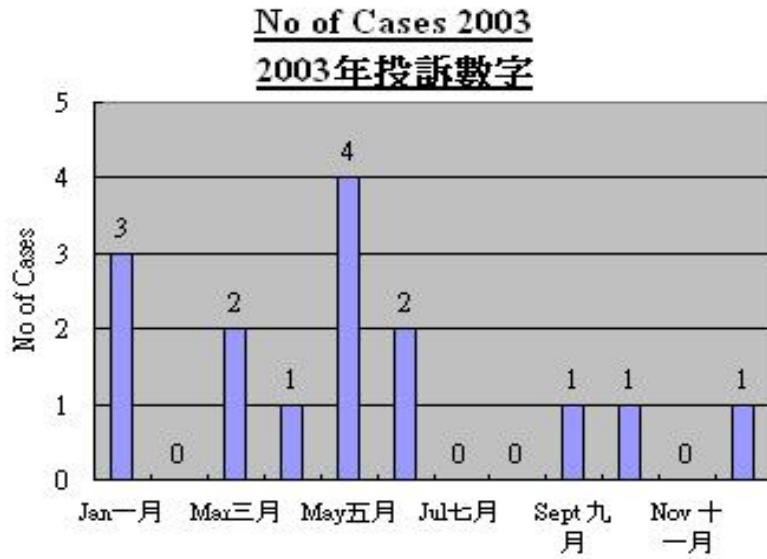
操守委會留意到，有關報道指「警方懷疑天蔚自殺與迎新營活動有關，事後聯絡到活動搞手了解，調查後相信案件無可疑。」這說明警方曾有懷疑，但最後亦找不到足夠證據而認為「無可疑」。

雖然該報強調，報道中沒有用肯定的語句判定死者輕生的原因，但文中有多處地方暗示與迎新營有關，例如提及警方曾懷疑事件與她在迎新營的經歷有關，亦引述消息稱，死者參加迎新營後回家，家人見她非常不開心，而頭版所用的標題「中大迎新營玩死女生」更明確地指出「中大迎新營」是導致女生跳樓亡的原因。

操守委員會認為，《蘋果日報》的「中大迎新營玩死女生」標題，是沒有充足的事實根據支持，報道標題誤導讀者相信該迎新活動是女生致死原因，《蘋果日報》承認標題字眼值得商榷，即間接承認犯錯及有改善空間，但錯誤已對有關方面造成損害，故操守委員會認為《蘋果日報》應向受報道影響的人士道歉。

香港記者協會執行委員會
2011年10月8日

Appendix 2:



http://www.presscouncil.org.hk/en/web_info.php?p=3

Appendix 3:

Government's ethics objectives:

1. To prevent enticing or conspiring any person to fraud	2. To prevent seeking or accepting a bribe and making dishonest promise
3. To prevent making false information or documents	4. To avoid conducting dishonest act

Hong Kong Ethics Development Centre: <http://www.icac.org.hk/hkedc/eng/main2.asp>

Appendix 4:

罷買Mac機 抗議蘋果不環保

報明

2012-07-12 05:11:10



調整字體：大 中 小

棄綠色認證 三藩市政府禁採購

【明報專訊】蘋果最近宣布退出美國環保局的環保認證系統EPEAT，不僅令其標榜的環保形象破滅，更惹來反彈。三藩市政府表示，計劃禁止轄下機構公費購置蘋果Mac機產品，包括桌上電腦及手提電腦。有市政府官員更稱，其他城市可能仿效罷買，抗議蘋果不肯在環保方面合作。

Appendix 5:

Defining and Developing an Effective Code of Conduct for Organisations

- This guide is jointly re-produced by the Hong Kong Institute of Certified Public Accountants, the Hong Kong Institute of Directors, the Hong Kong Exchanges and Clearing Limited and the Hong Kong Ethics Development Centre of the Independent Commission Against Corruption with the permission of the International Federation of Accountants.
- It serves to assist and encourage organisations in developing a clearly-defined, well-communicated and effectively-implemented code of conduct.



[Full Version](#)

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"Ethics - The Core Value of Leadership" Toolkit on Directors' Ethics

- a useful guide to assist company directors to perform their ethical leadership roles through a 4As model: Awareness, Assessment, Action and Assistance
- provides related ordinances, regulations and guidelines on the role of directors issued by various regulatory and professional bodies
- contains a number of case studies and user-friendly practical tools for directors' reference and application
- introduces free consultancy services of the Hong Kong Ethics Development Centre and other services of the regulatory and professional bodies and chambers of commerce for directors



[Extract](#)

[Contact Us](#)

Appendix 6:

商業道德守則

商業道德守則確認書

我確認，我已經接受商業道德守則（「守則」）及相關訓練，並有責任熟悉和瞭解其中確立的標準。我瞭解在不確定應採取何種正確行為時，我有責任尋求指導。

我瞭解公司的期望，即我應該 (i) 在開展公司業務時以誠信行事，並 (ii) 完全遵循和恪守守則中確立的標準。

我瞭解，如果我違反守則中的標準，我可能被處以紀律處分，包括嚴重情況下可能被解除僱用。此外，我瞭解某些違規行為可能會導致民事或刑事訴訟。

我瞭解，在將來得知有任何違背本守則的行為或存在個人利益衝突時，我有義務告知公司。

簽字 _____ 日期 _____
正稱 _____

誠實正直地面對一切事情

nationalgrid

SENIOR FINANCIAL PROFESSIONALS CODE OF ETHICS

National Grid plc (the "Company") and its subsidiaries expect all of their officers and employees to act in accordance with the highest standards of personal and professional integrity in all aspects of their activities, to comply with all applicable laws, rules and regulations, to deter wrongdoing and to abide by the applicable codes of conduct (the UK Business Code of Conduct, for officers and employees of UK-based companies (the "UK Code of Conduct"), or the National Grid Standards of Conduct for officers and employees of US-based companies (the "US Code of Conduct")) and other policies and procedures adopted by the Company and its subsidiaries that govern the conduct of their officers and employees.

The principal executive officer, principal financial officer, principal accounting officer or controller, and any person performing similar functions (the "Senior Financial Professionals") for the Company or any of its direct or indirect subsidiaries that is required to make periodic filings with the United States Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended (collectively, the "Reporting Companies"), are all subject to either the UK Code of Conduct or the US Code of Conduct. The Senior Financial Professionals are responsible for conducting or supervising the financial affairs of the Reporting Companies, and are charged with a special level of responsibility to preserve and protect the Reporting Companies and the interests of the holders of the securities of the Reporting Companies. This Senior Financial Professionals Code of Ethics applies to the Senior Financial Professionals of the Reporting Companies, and is intended to supplement the UK Code of Conduct and the US Code of Conduct.

You agree, with respect to each Reporting Company of which you are an officer or employee, to:

- Conduct all of your activities in your role as an officer and employee of such Reporting Company both honestly and ethically;
- Avoid actual or apparent conflicts of interest between your personal and your professional relationships, and to disclose to the Company's Group Company Secretary and General Counsel any material transaction or relationship that reasonably could be expected to give rise to an actual or apparent conflict of interest;
- Produce full, fair, accurate, timely and understandable disclosure in reports and documents that such Reporting Company files with, or submits to, the Securities and Exchange Commission and other public or private regulators and in all other public communications made by such Reporting Company;

Appendix 7:

專家稱「過半醫生拿過回扣」報道系媒體斷章取義

2012-11-03 19:14:00 來源：中國  參與互  收藏  打印 字號：

據中國之聲《新聞晚高峰》報道，今天，中華醫學會黨委書記饒克勤的一句話，「54%醫生表示曾接受藥品回扣」成為各大網絡關注的焦點，被瘋狂轉載。本想以此來呼吁中國醫療行業職業道德建設的必要性，但卻被很多媒體錯誤解讀。饒克勤對此有何回應？他如何看待這組數字？對於醫療行業職業道德建設，他又有何建議？今天中午，饒克勤獨家接受了記者的專訪。

在本周三舉辦的第二屆中美健康峰會上，中華醫學會黨委書記饒克勤在峰會的「專業素養與職業精神」板塊，發表了主旨演講。為了呼吁中國醫療行業職業道德建設的必要性，饒克勤引用了一組數據，數據顯示，「54%的醫生表示曾有過接受藥品回扣的行為，39%的人說曾接受醫藥公司的會議資助。」但是，讓饒克勤沒有想到的是，這段引述引起了媒體的高度關注，一些媒體紛紛以此作為標題進行報道，而各大網站也瘋狂轉載相關消息。

饒克勤：今天早上我一看，「54%醫生曾經表示接受過藥品回扣」，實際上這就成了新聞的炒作。我覺得這個不對。說我們這些專家學者，來說明一個問題的重要性，我們要加强醫德建設的必要的時候，引用了人家的調查結果，就成了新聞媒體的一種炒作，我覺得這個不太應該。

而更讓饒克勤不能理解和接受的是，很多媒體的表述方式完全偏離了自己的觀點，饒克勤說，這完全是斷章取義。

饒克勤：我引用了一些專家學者他們的文章，說明醫德問題是很重要的，這個並不是我說的。你舉一個例子，引入一個文章的觀點，就成了你說的話，成了你對這個問題的看法，這個是不對的。這是斷章取義，他把人家正確的思路給搞偏了。

據稱，這一數據來自一項名為「透視醫生調查」的研究。對於這組數據中所表述的54%的醫生表示曾有過接受藥品回扣的行為。

饒克勤：我認為這個調查有一定的現實的警示意義。我們承認現在存在的一些問題，我們正視現在存在的一些問題，我們看到這些問題它會帶來什麼危害性，所以我們加強這個醫德醫風建設的重要性。但媒體不應該說，你把這個問題揭示出來，正視這個問題，就成了對醫者或對整個衛生行業的否定。

嚴詞譴責《蘋果日報》娛樂版製造假新聞

週日, 2009-07-19 01:35 — 雜



嚴詞譴責《蘋果日報》娛樂版製造假新聞

——就昨日《蘋果日報》報導「反嘍模盟主 見Lavina即轉軟」獨轟周秀娜」作出譴責

昨日《蘋果日報》娛樂版在一篇報導（「反嘍模盟主 見Lavina即轉軟」獨轟周秀娜，18-7-2009）中，以誤導手法欺騙受訪者張振海（社運「促貿發局改善善展管理」的發起者），並且扭曲事實，製造張振海在與會期間「轉軟」的假象，不惜製造假新聞。《蘋果日報》娛樂版以如此卑鄙手段陷害熱心於改善社會環境的青年，不顧社會責任，是棒打出頭鳥之舉。本人作為該社運的支持者，對《蘋果日報》娛樂版的做法表示痛心，現作出譴責如下，希望有關媒體公開道歉，追究責任：