

THE ROLE OF MEDIA IN CORPORATE SOCIAL RESPONSIBILITY FOR SUSTAINABLE DEVELOPMENT

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Abstract

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The purpose of this paper is to explore the perception of young people in Hong Kong on the role of media in corporate social responsibility (CSR). After reviewing relevant literature, a survey has been used to collect data from 2010 to 2013 with 147 questionnaires collected via an international non-governmental organization (NGO) in Hong Kong. Ninety-nine point three percent (99.3%) respondents agreed that CSR is important. The regression analysis result reflects that the media needs to be responsible to the community and they are complementary to three dimensions of ISO 26000:2010 Guidance on social responsibility — community involvement, consumer issues, and corporate governance. The survey results support the qualitative interview results of a selected media organization in Hong Kong. Accountable performance of the media industry relies on a professional manner, news from different perspectives, and having no interferences from powers. This is managerially relevant to the media industry as the results echo the findings of Chu and Chen (2019) that consumers' CSR-related activities in social media significantly enhance identification with the brand and positive brand attitude. However, more questionnaires from local and overseas media organizations are required to derive a holistic view of factors for responsible media-related organizations.

Keywords: CSR, Business Management, Quality Management, Media Industry, Accountability

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1. INTRODUCTION

Based on the information retrieved from WiseNews database for the period from 2008 to 2010, there are about 210,000 children aged around 14 and up from poor families in Hong Kong. These families cannot afford children's schooling, including basic study support, tutorial fees, and extra-curricular activities. Without proper support in schooling and learning, these children are found to lack self-esteem, and self-confidence, feel useless, and feel no way to control emotions. Besides, global unemployment has become a hot issue, especially for young people the age of 15 and up; their unemployment rate

increased to 12.8% in 2018. It is recommended to upgrade the skill sets of senior secondary school students or junior university students with higher-order thinking skills and increase their exposure to industry practitioners to develop their entrepreneurial competencies, including creativity, innovation, and problem-solving skills to close the gap in skill mismatch mentioned by prospective employers.

According to the definition of the Brundtland Commission (as cited in the United Nations Commission on Sustainability Development, 2007), sustainable development is "development that meets the needs of the present without compromising the ability of future generations to meet their own

needs". The basic element of sustainability is the economic aspect to support the business in the short term. For business survival and expansion, issues relating to the customers, suppliers, organizations, and the community must be considered in strategic planning, strategy implementation, performance measurement, and process review. Environmental considerations in the core and supporting processes may also definitely contribute to sustainable business.

Besides, the ISO 26000:2010 Guidance on social responsibility highlight that a socially responsible organization needs to be aware of seven dimensions in their operations of a business: labor practices, consumer issues, fair operating practices, human rights, organizational governance, community involvement and development, and the environment. The priority of the seven dimensions is subject to the strategic planning of the management and the expectations of their stakeholders. For example, the management of a banking organization may need to understand the expectations of their customers when designing and launching different kinds of financial products and services, and may need to identify not only their responsibility but also that of their business partners in the supply chain, may need to think about the environmental issues affecting their operations, their customers and their suppliers, and may need to consider ethical issues in their decision-making process to balance the economic, social, and environmental impacts of sustainability; and the seven dimensions of corporate social responsibility (CSR). The International Organization for Standardization (ISO) Working Group on Social Responsibility (WG SR) has a high level of consensus in considering the needs of stakeholders in the guidelines of ISO 26000 for the benefit of the community.

"The decision to move to the CD stage is not only a milestone in the process of developing ISO 26000", says WG SR Chair, Jorge E. R. Cajazeira. "It is also living evidence that the multi-stakeholder approach adopted by ISO for this task is an effective tool for dealing with complex subjects in large and highly diversified groups" (ISO, 2008).

According to ISO (2008), the major principles for ISO 26000 are accountability, transparency, ethical behavior, consideration for the stakeholders, legality, international standards, and human rights. It is the responsibility of organizations to consider the needs of the stakeholders in these seven aspects when designing work processes or executing business-related activities. In fact, ISO 26000 conveys a message that non-economic inputs and the soft side of outcomes are the trends of the quality management system (QMS). According to the obtained results of Dincer, Yildirim, and Arslan (2021), "most consumers do not believe in the sincerity of the cases' CSR activities. Moreover, this insincerity leads to negative credibility in the field. Both of these negative dimensions in the consumers' minds prevent the correct message conveying about CSR activities of the cases" (p. 2). Hence, it is crucial to determine the contents to be released in compliance with a certain quality management standard for credibility and impact.

Poyntz and Pedri (2018) mentioned that there is a new set of problems arisen affecting how media cultures are understood in relation to learning. They

highlighted that social media and digital devices can be easily accessible for young people and they gain opportunities to create messages in their own ways to connect with others to address issues that they are interested in. Hence, the main objective is to understand the perception of youth in media and the role of media in educating youth with positive values for sustainable development. This paper explores the perception of young people on CSR in media and integrating the program accreditation-related requirements of the accreditation body for designing a module of CSR with United Nations and Sustainable Development Goals 4 and 16 — transferable skills and peace for young people for developing higher-order skills with value creation and employability.

The rest of the paper is structured as follows. Section 2 reviews the relevant literature on CSR, quality management (QM), and qualification framework (QF). Section 3 analyzes the quantitative methodology that has been used to conduct survey research on the perception of youth in media and the role of media in educating youth with positive values. Section 4 presents the survey results. Section 5 concludes the study with implications for future research directions.

2. LITERATURE REVIEW

Sustainability and CSR have been used interchangeably in the past few years. Organizations of different nature are seeking to report not only their financial performance but also social performance for brand building and trust gaining. Demand for social reporting with accountability and transparency has been on the rise. Research in the past decade has uncovered that the management of organizations needs to care the expectations of stakeholders in a community for increasing their market competitiveness in the 21st century. In 2009, Wirtenberg uncovered seven qualities for building a sustainable enterprise, they were: top management support, centrality to business strategy, values, metrics, stakeholder engagement, systems alignment, and organizational integration. From the findings of Wirtenberg, it was found that system alignment and organizational integration were the weakest dimensions of most enterprises. Hence, it is worthwhile to explore how to integrate the various aspects of sustainability to communicate to the public that the organization is a responsible one (Yeung, 2019).

Elements affecting the system alignment and organizational integration include structures, processes, culture, and issues of environment, health, and safety in the supply chain are the concerns of the public. In fact, a responsible and sustainable organization needs to have a system to integrate all concerned issues of products or services that it is going to launch for the public to reduce unnecessary risks.

Wirtenberg (as cited in Yeung, 2019) mentioned that wisdom came from knowledge of converting data into information. He also mentioned that metrics for measuring performance are important for a sustainable organization. In order to manage people's behavior successfully internally and externally, management needs to have a system and a metric for measuring performance. Cummings and Worley (2009) highlighted that designing

a sustainable learning organization needed to have well-rounded planning, making learning more conscious with a better-focused effort and measurement for accountability. Under globalization, it is time to learn how to build a framework for a sustainable organization — a plan with a sustainable strategy, with meaningful contextual measurements and issues related to its stakeholders, products, and services. Cummings and Worley (2009) mentioned that people's knowledge and skills and the way they are organized were probably an organization's most viable means of competition. That is to say, learning how to plan, how to integrate, how to align, and how to act responsibly toward the stakeholders are the key lessons of sustainability. In this paper, the author is interested in exploring the perception of young people on the role of media in CSR and identifying the key elements in curriculum design for the future of media to enhance values of CSR and sustainable development mindset for talent development.

Christensen (as cited in Yeung, 2018) also identified a few new traits of universities in which curriculum has been a focused area. For example,

- university program and accreditation with implications in advanced study opportunities;
- integrated majors with implications in high customizability and low cost of curriculum creation;
- activities program and leadership mode with implications in increasing student involvement and lowering operating costs;
- internship program with implications in enhancing career placement.

Hence, educators need to consider the perception of young people on the role of media in CSR and integrating the accreditation requirements of program design to customizing teaching materials with the use of media, the responsibility of reporters, and the importance of contemporary social, economic and environmental issues to engage learners and the community to develop higher-order thinking skills for values creation and personal development.

In recent years, international and local program accreditation bodies have adopted an evidence approach to validate programs. Assurance of learning is usually included in the requirements. In response to this, the Hong Kong Education Bureau (n.d.) has been promoting the use of an outcome-based approach for attaining different levels of QF in both academic and vocational sectors in the past five years. According to Yeung (2020), the QF was born in 2008 with an aim to help people in Hong Kong to set a goal for life-long learning with qualifications assured through the seven levels of qualifications covering academics, vocational, and continuing education. The QF levels help visualize an articulation ladder for the learners. Levels 1–3 cover certificate level programs while levels 4–7 cover diploma, undergraduate degree, master's degree, and doctoral degree programs. At each level, there are from two to six descriptors to measure the learning outcomes of modules in a program. And these descriptors are classified into the following four categories:

- knowledge and intellectual skills;
- processes;
- application, autonomy, and accountability;
- communication, IT, and numeracy.

These QF levels and descriptors form a fundamental guideline for the program accreditation body in Hong Kong to assess the quality of programs organized by self-financed institutions. The QF levels of programs delivered by institutes are assessed by an independent party named the Hong Kong Council for Academic Accreditation and Vocational Qualifications (HKCAAVQ) through program validation exercises. The HKCAAVQ was established in 1990 as an independent statutory body to provide authoritative advice to the Hong Kong Government on academic standards of programs, including sub-degree, and secondary as well as vocational qualifications in higher education institutions. The role of HKCAAVQ in the QF area is to assure the quality of the learning programs. As an accreditation authority of QF, the HKCAAVQ assesses the programs provided by institutes (program providers) from the following perspectives:

- achieving stated educational objectives;
- operating learning programs;
- meeting the required standards to achieve the stated learning outcome with reference to the generic level descriptors (GLD) of QF.

In 2018, the generic descriptors of QF levels have been re-visited to align with the change in society. When comparing the QF level 5 generic descriptors (2008 version) with that of the 2018 version (see Hong Kong Education Bureau, 2018, p. 6), the key characteristics have been identified:

- focusing on generating ideas and applying skills from subject/discipline and sector level;
- formulating evidence-based responses to issues and problems identified in the learning processes;
- educating learners not only in achieving goals/targets but also in setting the goals.

Though understanding program accreditation requirements, QF level descriptors and learning outcomes are important in making the curriculum fit the change in society, understanding and integrating the perception of young people of media in CSR with accreditation requirements and curriculum design for future talent development in the 21st century is worth to explore in 2020–2030.

3. RESEARCH METHODOLOGY

Based on reviewing relevant literature on CSR, business management, quality management, and the media industry, 22 questions have been designed for young people with secondary 3 to senior secondary education to collect their ideas on CSR. A quantitative method has been used to collect data from 2010 to 2013 with 147 questionnaires collected via an international non-governmental organization (NGO) in Hong Kong. The number of collected questionnaires is good enough to analyze for a preliminary understanding of CSR from the eyes of teenagers as they covered three consequence years from the same worldwide NGO with CSR-related activities designed for teenagers to join. And, teenage participants are recommended by schools and training-related institutions to join the activities.

The reliability test (Cronbach's alpha) of SPSS demonstrates that there is a high internal consistency of statements in the range of 0.931 for the perception of the role of CSR. The questionnaire as a whole appears to be functional reliability to measure the perception of respondents working in

a media organization on CSR. Ninety-nine point three percent (99.3%) respondents agreed that CSR is important. Some respondents realized that CSR was beyond the donation. CSR is involved with multi-perspective thinking for the benefit of the community.

Alibašić and Crawley (2020) mentioned that the ideal policy lab increases collaboration and practical application of research between academia and the government. Policy labs encourage and increase collaboration, interaction, engagement, educational outcomes, and innovation. Applying the ideas of Alibašić and Crawley (2010) to this paper, the author focus on the key elements on policy, research between academia and the government for potential business in relation to the media-related industries.

Based on the questionnaires collected from young people from 2010 to 2013 on the role of media in CSR, the key findings have been identified: 1) three factors of the role of media in CSR and 2) regression analysis in the factor of “I think the media should be accountable for their performance” and overall mean scores of 22 statements in the questionnaires.

4. RESULTS

4.1. Results: Phase 1 — 2010–2013 (4 years — 147 cases) on reliability statistics

From the regression analysis results, the adjusted R-square is 0.393 which means 39.3% of the variance in the factor of “I think the media should be accountable for their performance” can be explained by the independent variable of “I think the media should take timely actions to address” (0.001) and “I think the media should set up effective channels for the audience to address complaints” (0.000). It reflects that the respondents are clear that the media needs to be responsible to the community and they are complementary with three dimensions of ISO 26000:2010 Guidance on social responsibility — community involvement, consumer issues, and corporate governance. The survey results well support qualitative interview results (phase 2) of the selected media organization, Hong Kong.

Table 1. Reliability test on questions of perception (with “a”) item-total statistics

Question	Scale mean if item deleted	Scale variance if item deleted	Corrected item total correlation	Squared multiple correlation	Alpha if item deleted
Q1a	78.2500	129.6429	0.3396	0.0	0.8093
Q2a	81.1250	157.2679	-0.5034	0.0	0.8558
Q3a	78.3750	119.9821	0.7046	0.0	0.7885
Q4a	79.3450	120.8393	0.3282	0.0	0.8180
Q5a	78.8750	128.6964	0.4297	0.0	0.8047
Q6a	78.7500	143.3571	-0.1192	0.0	0.8304
Q7a	78.5000	124.2857	0.7306	0.0	0.7923
Q8a	78.2500	132.7857	0.4707	0.0	0.8062
Q9a	78.3750	132.5536	0.5133	0.0	0.8053
Q10a	78.5000	135.7132	0.2042	0.0	0.8150
Q11a	80.0000	111.1429	0.7282	0.0	0.7808
Q12a	79.6250	112.8393	0.8184	0.0	0.7772
Q13a	79.2500	123.0714	0.5759	0.0	0.7958
Q14a	78.7500	116.5000	0.7241	0.0	0.7847
Q15a	78.2500	131.0714	0.3283	0.0	0.8098
Q16a	79.7500	127.9286	0.3795	0.0	0.8071
Q17a	79.7500	121.3571	0.5157	0.0	0.7983
Q18a	77.8750	126.1250	0.4282	0.0	0.8042

Note: Reliability coefficients — 18 items. Alpha = 0.8148; standardized alpha = 0.8299.

Table 2. Reliability test on questions of expectation (no “a”) item-total statistics

Question	Scale mean if item deleted	Scale variance if item deleted	Corrected item total correlation	Squared multiple correlation	Alpha if item deleted
Q1	86.5714	180.2857	0.7649	0.0	0.7311
Q2	88.5714	260.9524	-0.6610	0.0	0.8256
Q3	87.1429	212.4762	0.1982	0.0	0.7751
Q4	87.7143	195.9048	0.4975	0.0	0.7539
Q5	87.0000	191.3333	0.7893	0.0	0.7390
Q6	87.0000	194.3333	0.5082	0.0	0.7528
Q7	87.2857	200.9048	0.5378	0.0	0.7541
Q8	86.5714	191.9524	0.6777	0.0	0.7432
Q9	86.2857	197.5714	0.8590	0.0	0.7438
Q10	86.7143	190.9048	0.6343	0.0	0.7444
Q11	88.2857	214.2381	0.1799	0.0	0.7758
Q12	88.1429	215.1429	0.2949	0.0	0.7688
Q13	87.7143	208.9048	0.3107	0.0	0.7673
Q14	87.4286	199.6190	0.6337	0.0	0.7502
Q15	87.0000	211.0000	0.2295	0.0	0.7730
Q16	88.1429	213.4762	0.2145	0.0	0.7732
Q17	88.1429	203.8095	0.4287	0.0	0.7600
Q18	86.8571	194.8095	0.4564	0.0	0.7566
Q19	88.7143	234.9048	-0.2611	0.0	0.7942
Q20	87.4286	226.9524	-0.0705	0.0	0.7909
Q21	88.5714	224.6190	-0.0047	0.0	0.7831
Q22	88.7143	219.5714	0.2480	0.0	0.7715

Note: Reliability coefficients — 22 items. Alpha = 0.7749; standardized alpha = 0.7783.

A lenient cut-off of 0.60 (expletory power of 60%) is common in exploratory research; alpha should be at least 0.70 or higher to retain an item on an “adequate” scale, and many researchers require a cut-off of 0.80 for a “good scale” (Taber, 2018).

Table 3. Reliability statistics

<i>Cronbach's alpha</i>	<i>No. of items</i>
0.931	22

Three factors identified are 1) complying with regulations, 2) caring for stakeholders, and 3) preventing unforeseeable.

Table 4. Rotated component matrix

<i>Question</i>	<i>Component</i>		
	<i>1</i>	<i>2</i>	<i>3</i>
<i>I think transparency is correlated to the commitment of CSR.</i>	0.841		
<i>I think accountability is correlated to the commitment of CSR.</i>	0.766		
<i>I think bad management is correlated to the commitment of CSR.</i>	0.734		
<i>I think the media should comply with more than minimum regulations.</i>	0.588		
<i>I think the media should bring forth programs and policies to enrich CSR-related knowledge to reporters.</i>	0.555		
<i>I think the media should be accountable to their performance.</i>	0.555	0.409	
<i>I think the media should examine the suitability of policies on news reporting for social responsibility.</i>	0.512	0.414	
<i>I think the media should invite a representative audience to meetings on mutual concern issues.</i>	0.491		
<i>I think the media should set up effective channels for the audience to address complaints.</i>	0.487	0.483	
<i>I think the media should engage in community development.</i>		0.843	
<i>I think the media should support academic research on social issues for realizing the needs of society.</i>		0.723	
<i>I think the media should educate the public on the importance of CSR.</i>	0.531	0.589	
<i>I think the media should strengthen business ethics training for reporters.</i>		0.583	
<i>I think the more meaningful social activities that the media in, the more preferences will be given to them.</i>	0.401	0.569	
<i>I think reporters of media should well understand the details before reporting to the audience.</i>		0.565	
<i>I think the media should build reporter capability in news reporting.</i>		0.555	
<i>I think the media should introduce an appropriate performance monitoring system for reporters.</i>		0.521	
<i>I think the media should take timely actions to address complaints from the audience.</i>		0.414	
<i>I think the media should conduct a risk assessment of news reporting.</i>			0.822
<i>I think the media should implement a strategy for a foreseeable crisis.</i>			0.728
<i>I think the media should protect the rights of the audience in providing details of news in reporting.</i>			0.505
<i>I think the media should work closely with the Hong Kong government for adjusting the conduct of reporters.</i>	0.442		0.469

4.1.1. Effective channels and timely actions for accountable performance

The following tables show the regression analysis on the influence of the independent variables, “I think the media should comply with more than minimum regulations” (IV1) and “I think the media should take timely actions to address complaints from the audience” (IV2) on the dependent variable, “I think transparency is correlated to the commitment of CSR” (DV).

Table 5. Variables entered/removed

<i>Model</i>	<i>Variables entered</i>	<i>Variables removed</i>	<i>Method</i>
1	<i>I think the media should set up effective channels for the audience to address complaints.</i> <i>I think the media should take timely actions to address complaints from the audience.</i>	0.0	Enter

Note: Dependent variable: I think the media should be accountable for their performance. All requested variables entered.

Table 6. Model summary

<i>Model</i>	<i>R</i>	<i>R-square</i>	<i>Adjusted R-square</i>	<i>Std. error of the estimate</i>
1	0.634 ^a	0.402	0.393	0.86029

Note: ^a Predictors: (Constant) I think the media should set up effective channels for the audience to address complaints. I think the media should take timely actions to address complaints from the audience.

Table 7. ANOVA

<i>Model</i>		<i>Sum of squares</i>	<i>df</i>	<i>Mean square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	71.104	2	35.552	48.036	0.000 ^a
	Residual	105.835	143	0.740		
	Total	176.938	145			

Note: Dependent variable: I think the media should be accountable for their performance. ^a Predictors: (Constant) I think the media should set up effective channels for the audience to address complaints. I think the media should take timely actions to address complaints from the audience.

Table 8. Coefficients

<i>Model</i>		<i>Unstandardized coefficients</i>		<i>Standardized coefficients</i>	<i>t</i>	<i>Sig.</i>
		<i>B</i>	<i>Std. error</i>	<i>Beta</i>		
1	(Constant)	1.716	0.445		3.855	0.000
	<i>I think the media should take timely actions to address complaints from the audience.</i>	0.235	0.069	0.246	3.397	0.001
	<i>I think the media should set up effective channels for the audience to address complaints.</i>	0.513	0.077	0.484	6.679	0.000

Note: Dependent variable: I think the media should be accountable for their performance.

4.1.2. Compliance to minimum regulations and timely actions to address complaints from audience

Using the enter method (Table 9), it is found that the two predictors significantly explain 31.7% variance of the DV ($R^2 = 0.317$, $F(2,135) = 31.296$, $p < 0.001$) (Table 10 and 11). Table 12 also indicates that the two predictors significantly predict the DV with (Beta = 0.306, $t = 4.199$, $p < 0.001$) for IV1 and (Beta = 0.409, $t = 5.613$, $p < 0.001$) for IV2.

Table 9. Variables entered/removed

Model	Variables entered	Variables removed	Method
1	I think the media should comply with more than minimum regulations. I think the media should take timely actions to address complaints from the audience.	0.0	Enter

Note: Dependent variable: I think transparency is correlated to the commitment of CSR. All requested variables entered.

Table 10. Model summary

Model	R	R-square	Adjusted R-square	Std. error of the estimate
1	0.563 ^a	0.317	0.307	0.94005

Note: ^aPredictors: (Constant) I think the media should comply with more than minimum regulations. I think the media should take timely actions to address complaints from the audience.

Table 11. ANOVA

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	55.311	2	27.656	31.296	0.000 ^a
	Residual	119.298	135	0.884		
	Total	174.609	137			

Note: Dependent variable: I think transparency is correlated to the commitment of CSR. ^a Predictors: (Constant) I think the media should comply with more than minimum regulations. I think the media should take timely actions to address complaints from the audience.

Table 12. Coefficients

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.043	0.478		4.272	0.000
	I think the media should take timely actions to address complaints from the audience.	0.299	0.071	0.306	4.199	0.000
	I think the media should comply with more than minimum regulations.	0.382	0.068	0.409	5.613	0.000

Note: Dependent variable: I think transparency is correlated to the commitment of CSR.

4.1.3. Descriptive statistics

Table 13 shows the descriptive statistics on collected 147 surveys from 2010 to 2013 on

exploring the perception of young people in Hong Kong on the role of media in CSR.

Table 13. Descriptive statistics

Question	N	Mean
I think reporters of media should well understand the details before reporting to the audience.	149	6.1745
I think the media should be accountable to their performance.	147	6.0272
I think the media should strengthen business ethics training for reporters.	147	5.9796
I think the media should set up effective channels for the audience to address complaints.	149	5.9463
I think the media should educate the public on the importance of CSR.	148	5.8108
I think transparency is correlated to the commitment of CSR.	148	5.7500
I think the media should examine the suitability of policies on news reporting for social responsibility.	147	5.7007
I think the media should protect the rights of the audience in providing details of news in reporting.	149	5.6443
I think bad management is correlated to the commitment of CSR.	145	5.6414
I think the media should introduce an appropriate performance monitoring system for reporters.	148	5.6284
I think the media should bring forth programs and policies to enrich CSR-related knowledge to reporters.	146	5.6027
I think the media should comply with more than minimum regulations.	140	5.4714
I think accountability is correlated to the commitment of CSR.	145	5.4552
I think the media should work closely with the Hong Kong government for adjusting the conduct of reporters.	149	5.4228
I think the media should engage in community development.	146	5.4110
I think the media should support academic research on social issues for realizing the needs of society.	148	5.4054
I think the more meaningful social activities that the media in, the more preferences will be given to them.	143	5.3776
I think the media should take timely actions to address complaints from the audience.	148	5.3716
I think the media should build reporter capability in news reporting.	149	5.3289
I think the media should invite a representative audience to meetings on mutual concern issues.	143	5.2867
I think the media should conduct a risk assessment of news reporting.	145	5.2552
I think the media should implement strategy for foreseeable crisis.	143	4.9720
Valid N (listwise)	120	

4.2. Results: Phase 2 — interview results

The selected media organization is a private one that provides news reporting and media-related services in Hong Kong. There are about 50 full-time journalists. The management of the media organization was interviewed in 2009 with the findings below:

1) *What is the role of media?* Responsible media should serve the purposes of:

- monitoring the government;
- selecting good news;
- acting responsibly in news reporting.

2) *How do you interpret CSR in media?* Compared with other industries, the scope of work in media is quite diversified. Different media may

have different interpretations of CSR, especially for the word “responsibility”.

3) *From the organizational level, what kinds of CSR activities have the organization involved in?*

a) Work level:

- the contents of news should demonstrate a diversity of viewpoints for impartiality, fairness, and professionalism.

b) Staff level:

- the values, mindset, and attitude of staff, including newly employed staff, editors, and reporters have to be positive and aligned with organizational values through in-house training;
- the staff shall be bound to the organizational code of ethics for acting responsibly.

c) Resources level:

- the practice of resource deployment shall be environmental-friendly.

4) *From an individual level, how do you develop staff with a CSR concept?*

- Having different viewpoints in news reporting.

- Forbidding personal opinion in news reporting.

- Reporting news and reporting CSR shall not be linked up.

5) *What is the relationship between CSR and public relations (PR)?*

- Interpretation of CSR is unique to the management of organizations. It can be interpreted into two dimensions: organizational level and individual, internal and external.

- If an organization commits to CSR with communication to external parties, this can be regarded as PR. However, if an organization commits to CSR with a focus to educate employees and build positive organizational culture internally, this can be treated as a humanistic CSR approach, instead of CSR for brand-building.

6) *What do you think is the attitude of reporters working in media towards CSR?* As the concept of CSR is quite vague, most reporters perceive CSR as part of PR activities for brand-building, which seeking for business returns in the long run.

7) *What things should be covered in CSR training provided to reporters?*

- There is not much impact of having CSR training on reporters as their perception of CSR on organizations is deeply rooted.

- From the experience of most reporters, organizations cannot walk their talk — business decisions and actions may not align with their implemented CSR activities.

8) *What kinds of impacts are expected from CSR training?* Solid CSR training objectives are needed in place to generate positive impacts, for example:

- cultivating positive organizational culture;
- educating employees to be ethical and socially responsible;

- enhancing quality/objectivity in news reporting with self-disciplined employees

9) *What are the criteria for a good CSR report?*

A good CSR report should serve the purpose of communication to staff about the value of the organization and its management. With an understanding of the management, reporters can make the right decision in their daily work as the value of the organization guides the belief, actions, and decisions of employees.

4.3. Correlation analysis of collected CSR questionnaires from media organization

Correlation is used for studying factors determining the perception of respondents on CSR. It is a measure of the degree of correlation among variables. A low correlation coefficient ($+/- < 0.5$) suggests that the relationship between the two variables in the questionnaire is weak or non-existent. A high correlation coefficient ($+/- > 0.5$) indicates that the relationship between the two variables in the questionnaire is strong.

A positive coefficient of correlation means there is a positive relationship between the two variables and a negative coefficient of correlation means there is a negative relationship between two variables.

Table A.1 in Appendix A indicated factors correlated to the accountable performance of media and accountability with the commitment of CSR. Generally speaking, the responded journalists in the interviewed broadcasting organization have a positive perception of CSR.

5. CONCLUSION

The idea of the survey is to develop awareness of the role of media in the perspective of CSR so as to change people's behavior to have policies for the media related industries on staff training on CSR. As mentioned at the beginning, the purposes of the paper is to understand the perception of youth in media and the role of media in educating youth with positive values for sustainable development. This will also help to develop more qualitative and quantitative research on analyzing the impacts with application of CSR and sustainable development (SD) related policies and actions in media industry for achieving the United Nations and Sustainable Development Goals 4 and 16 — transferable skills and peace for young people for developing higher-order skills with value creation and employability.

The implication of these findings for the management of organizations and policymakers is that the values and branding derived from CSR-related activities and training are linked to quality management standards with recognition. To fully visualize the role of media practitioners in CSR practices, management of media-related organizations policymakers need to identify the nature of tasks in organizations, the CSR knowledge of the staff at different levels, and the country-specific and culture-relevant factors for creating value for employees and branding for organizations. Though relevant quantitative and qualitative data provided in this study, it is recommended to have more questionnaires from local and overseas media organizations to derive a holistic view of factors for socially responsible media-related organizations.

Based on the collected questionnaires from young people (2010–2013) and interview results with questionnaire results of the selected media organization in 2009, Figure C.3 in Appendix C has been concluded for 1) the key elements to educating young people and the communities and 2) business opportunities related to CSR for sustainable

development. And, the diagram serves the purpose of CSR — to disseminate the truth to the community via relevant educating opportunities to stakeholders. Hence, the media shall engage themselves in CSR

activities and activities in relation to reporters and the audience in order to make themselves accountable to the community. This is managerially relevant to the media industry.

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APPENDIX A.

Table A.1. Correlations of collected CSR questionnaires from the journalists of interviewed broadcasting organization in Hong Kong

Item	Pearson correlations coefficient (significant level)	Correlated items
Q18: Media should be accountable for their performance.	0.821** (correlation) 0.000 (2-tailed) sig.	Q8: Media should build reporter capability in news reporting.
	0.771** (correlation) 0.000 (2-tailed) sig.	Q14: Media should introduce an appropriate performance monitoring system for reporters.
	0.765** (correlation) 0.000 (2-tailed) sig.	Q15: Media should set up effective channels for the audience to address complaints.
	0.761** (correlation) 0.001 (2-tailed) sig.	Q1: Media should protect the rights of the audience in providing details of the news I in reporting.
Q20: Accountability is correlated to the commitment of CSR.	0.833** (correlation) 0.001 (2-tailed) sig.	Q17: Media should bring forth programs and policies to enrich CSR-related knowledge to reporters.
	0.805** (correlation) 0.001 (2-tailed) sig.	Q19: Bad management is correlated to the commitment of CSR.
	0.742** (correlation) 0.002 (2-tailed) sig.	Q11: Media should educate the public on the importance of CSR.

Note: * the correlation is significant at 0.05 level, $p < 0.05$; ** the correlation is significant at 0.01 level, $p < 0.01$; *** the correlation is significant at 0.001 level, $p < 0.001$.

APPENDIX B. QUESTIONNAIRE

Aim: Exploring the perception of respondents about CSR in media.

Direction: Circle the number you believe best represents your opinion.

1 = "Strongly disagree" to 7 = "Strongly agree", and N/R = "Not relevant".

Question	1	2	3	4	5	6	7	N/R
Q1: I feel the media should protect the rights of the audience in providing details of news in reporting.	1	2	3	4	5	6	7	N/R
Q1a: Our organization protects the rights of the audience in providing details of news in reporting.	1	2	3	4	5	6	7	N/R
Q2: I feel the media should work closely with the Hong Kong government for adjusting the conduct of reporters.	1	2	3	4	5	6	7	N/R
Q2a: Our organization works closely with the Hong Kong government for adjusting the conduct of reporters.	1	2	3	4	5	6	7	N/R
Q3: I think the media should implement a strategy for a foreseeable crisis.	1	2	3	4	5	6	7	N/R
Q3a: Our organization implements strategy for foreseeable crisis.	1	2	3	4	5	6	7	N/R
Q4: I think the media should conduct a risk assessment of news reporting.	1	2	3	4	5	6	7	N/R
Q4a: Our organization conducts risk assessment of news reporting.	1	2	3	4	5	6	7	N/R
Q5: I think the media should strengthen business ethics training for reporters.	1	2	3	4	5	6	7	N/R
Q5a: Our organization strengthens business ethics training for reporters.	1	2	3	4	5	6	7	N/R
Q6: I think reporters of media should well understand the details before reporting to the audience.	1	2	3	4	5	6	7	N/R
Q6a: Our organization's reporters well understand the details before reporting to the audience.	1	2	3	4	5	6	7	N/R
Q7: I think the media should examine the suitability of policies on news reporting for social responsibility.	1	2	3	4	5	6	7	N/R
Q7a: Our organization examines the suitability of policies on news reporting for social responsibility.	1	2	3	4	5	6	7	N/R
Q8: I think the media should build reporter capability in news reporting.	1	2	3	4	5	6	7	N/R
Q8a: Our organization builds reporter capability in news reporting.	1	2	3	4	5	6	7	N/R
Q9: I think the media should take timely actions to address complaints from the audience.	1	2	3	4	5	6	7	N/R
Q9a: Our organization takes timely actions to address complaints from the audience.	1	2	3	4	5	6	7	N/R
Q10: I think the media should comply with more than minimum regulations.	1	2	3	4	5	6	7	N/R
Q10a: Our organization complies with more than minimum regulations.	1	2	3	4	5	6	7	N/R
Q11: I think the media should educate the public on the importance of CSR.	1	2	3	4	5	6	7	N/R
Q11a: Our organization educates the public on the importance of CSR.	1	2	3	4	5	6	7	N/R
Q12: I think the media should engage in community development.	1	2	3	4	5	6	7	N/R
Q12a: Our organization engages in community development.	1	2	3	4	5	6	7	N/R
Q13: I think the media should support academic research on social issues for realizing the needs of society.	1	2	3	4	5	6	7	N/R
Q13a: Our organization supports academic research on social issues for realizing the needs of society.	1	2	3	4	5	6	7	N/R
Q14: I think the media should introduce an appropriate performance monitoring system for reporters.	1	2	3	4	5	6	7	N/R
Q14a: Our organization introduces an appropriate performance monitoring system for reporters.	1	2	3	4	5	6	7	N/R
Q15: I think the media should set up effective channels for the audience to address complaints.	1	2	3	4	5	6	7	N/R
Q15a: Our organization sets up effective channels for the audience to address complaints.	1	2	3	4	5	6	7	N/R
Q16: I think the media should invite a representative audience to meetings on mutual concern issues.	1	2	3	4	5	6	7	N/R
Q16a: Our organization invites a representative audience to meetings on mutual concern issues.	1	2	3	4	5	6	7	N/R
Q17: I think the media should bring forth programs and policies to enrich CSR-related knowledge to reporters.	1	2	3	4	5	6	7	N/R
Q17a: Our organization brings forth programs and policies to enrich CSR-related knowledge to reporters.	1	2	3	4	5	6	7	N/R
Q18: I think the media should be accountable to their performance.	1	2	3	4	5	6	7	N/R
Q18a: Our organization is accountable for its performance.	1	2	3	4	5	6	7	N/R
Q19: I think bad management is correlated to the commitment of CSR.	1	2	3	4	5	6	7	N/R
Q20: I think accountability is correlated to the commitment of CSR.	1	2	3	4	5	6	7	N/R
Q21: I think transparency is correlated to the commitment of CSR.	1	2	3	4	5	6	7	N/R
Q22: I think the more meaningful social activities that the media in, the more preferences will be given to them.	1	2	3	4	5	6	7	N/R

APPENDIX C.

Figure C.1. CSR diagram for sustainable development

