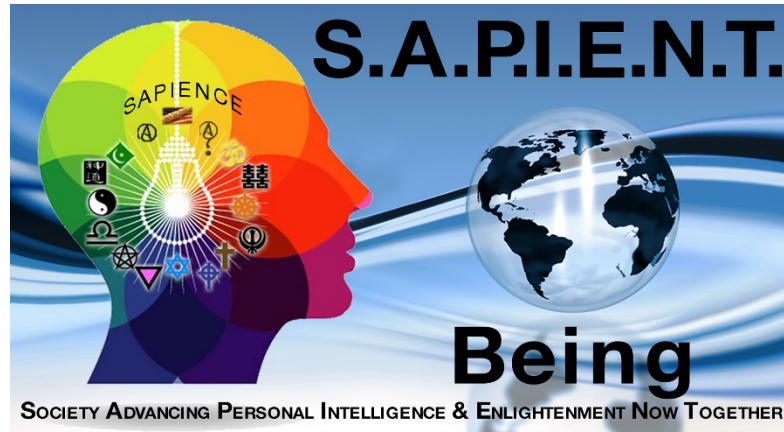# The S.A.P.I.E.N.T. Being's World Of Writing Warriors (WOWW) Journalism Code of Ethics, Practical Logic & Sapience Guidelines

Once asked what it takes to be a successful writer, Ernest Hemingway replied, "A good crap-detector." Crude? Perhaps. What he meant was an ability to separate the authentic from the phony, the real from the illusory, the significant from the trivial, the artistic from the artful, the truth from the BS.

It's not only the writer and reader who needs that capacity. Everyone does, and more so these days with hip boots. Lacking it, we can do little more than slip and slide from the brainwashing effect of MSM. Or we can fight back and help eliminate it? One effective way to do that is to master practical logic and the correct rules of argument.

The SAPIENT Being utilizes the Society of Professional Journalists: Code of Ethics (Straubhaar, LaRose & Davenport, pages 478-79) in regard to its journalistic research and reporting standards. The Society of Professional Journalists created a code of ethics that are in effect today and outlined below.

These standards provide the foundation of journalistic ethics and they are supplemented with key practical logic fallacies, confirmation bias, constructive disagreement, replication crisis, along with the mission statement of the SAPIENT Being that promotes the return of free speech, open dialogue and civil discourse and the vision statement of creating a society advancing personal Intelligence and enlightenment now together (S.A.P.I.E.N.T.).

Society of Professional Journalists: Code of Ethics

The Code of Ethics from the Society of Professional Journalists used for the first half of this chapter is powerful list because it reminds oneself how mainstream fake news media flagrantly and continuously violate every item on the list. The Code can be used to critique fake news journalism, unsound research, fact checking, agendas, sources, stereotyping, and so on. In one item there is added term (ideology) that is shown in parenthesis.

Best Practices:

The main mantra of the code is "Seek truth and Report it!" The code also states that: "Journalists should be honest, fair, and courageous in gathering, reporting, and interpreting information. Journalists should:

- Test the accuracy of information from all sources and exercise care to avoid inadvertent error. Deliberate distortion is never permissible.

- Diligently seek out subjects of news stories to give them the opportunity to respond to allegations of wrongdoing.

- Identify sources whenever feasible. The public is entitled to as much information as possible on sources' reliability.

- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.

- Make certain that headlines, news teases, and promotional material, photos, video, audio, graphics, sound bites, and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.

- Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.

- Avoid misleading reenactments or staged news events. If reenactment is necessary to tell a story, label it as so.

- Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story.

- Never plagiarize.

- Tell the story of the diversity and magnitude of the human experience boldly, even, when it is unpopular to do so.

- Examine their own cultural values and avoid imposing on those values on others.

- Avoid stereotyping by (ideology), race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance, or social status.

- Support the open exchange of views, even views they find repugnant.

- Give voice to the voiceless; official and unofficial sources of information can be equally valid.

- Distinguish between advocacy and news reporting. Analysis and commentary should be labeled and not misrepresent fact or content.

- Distinguish news from advertising and shun hybrids that blur the lines between the two.

- Recognize the special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.

Minimize Harm:

Ethical journalists treat sources, subjects, and colleagues as human beings deserving of respect. Journalists should:

- Show compassion for those who may be affected adversely by news coverage. Use special sensitivity when dealing with children and inexperienced sources or subjects.

- Be sensitive when seeking or using interviews or photographs of those affected by tragedy or guilt.

- Recognize that gathering and reporting information may cause harm or discomfort. Pursuit of the news is not a license for arrogance.

- Recognize that private people have a greater right to control information about themselves that do public officials and others who seek power, influence, or attention. Only an overriding public need can justify intrusion into anyone's privacy.

- Show good taste. Avoid pandering to lurid curiosity.

- Be cautious of identifying juvenile suspects or victims of sex crimes.

- Be judicious about naming criminal suspects before the formal filing of charges.

- Balance a criminal suspect's fair trial rights with the public's right to be informed.

Act Independently:

Journalists should be free of obligation to any interest other than the public's right to know. Journalists should:

- Avoid conflict of interest, real or perceived.

- Remain free of associations and activities that may compromise integrity or damage credibility.

- Refuse gifts, favors, fees, free travel, and special treatment, and shun secondary employment, political involvement, public office, and service in community organizations if they compromise journalistic integrity.

- Disclose unavoidable conflicts.

- Be vigilant and courageous about holding those with power accountable.

- Deny favored treatment to advertisers and special interests and resist their pressure to influence news coverage.

- Be wary of sources offering information for favors or money; avoid bidding for news."

Be Accountable:

Journalists are accountable to their readers, listeners, viewers, and each other. Journalists should:

- Clarify and explain news coverage and invite dialogue with the public over journalistic conduct.

- Encourage the public to voice grievances against the news media."

- Admit mistakes and correct them promptly.

- Expose unethical practices of journalists and the news media.

- Abide by the same high standards to which they hold others.

All of these guidelines are for the betterment of society and the regulation of fake news and biased media. If you have any questions or require additional info regarding our code of ethics in journalism, please don't hesitate to contact SAPIENT Being HQ at (951) 638-5562 or at sapientbeing@att.net.

Practical Logic to the Rescue and Intervention

Per Vincent E. Barry, author of the 1980 timeless classic *Practical Logic*, listed in alphabetical order is a quick and short definition of the essential practical logic terms for your use as needed. There's no better written way of calling out fake news than quoting these:

Argument from analogy is an inductive argument in which a known similarity that two things share is used as evidence for concluding that the two things are similar in other respects.

Argument from ignorance fallacy is the argument that uses an opponent's inability to disprove a conclusion as proof of the conclusion's correctness.

Argument is any group of propositions true or false statements one of which is said to follow from the others.

Common practice fallacy is an argument that attempts to justify wrongdoing on the basis of some practice that has become commonly accepted.

Compatibility refers to whether or not a hypothesis fits in with a body of knowledge that is already accepted as true.

Deductive argument is one whose conclusion is claimed to follow from its premises with logical certainty in logic a deductive argument whose premises necessarily lead to its conclusion is termed a valid argument.

Fallacies of ambiguity are those fallacies arising from careless language usage.

Fallacies of relevance are those arguments whose premises are logically a relevant to their conclusions.

Fallacy is a type of argument that may seem to be correct but is not.

Fallacy of accent is an argument whose justification depends on a shift in emphasis on a word or phrase.

Fallacy of accident is an argument that applies a general rule to a particular case Whose special circumstances make the rule inapplicable.

Fallacy of ad hominem is an argument that attacks the person who makes an assertion rather than the person's argument.

Fallacy of begging the question is an argument that assumes as a premise the very conclusion it intends to prove.

Fallacy of biased question is an argument based upon the answer to a question that is worded to draw a predetermined reply.

Fallacy of biased sample is an argument that contains a sample that is not representative of the population being studied.

Fallacy of complex question is an argument that in asking a question assumes the conclusion at issue.

Fallacy of composition is an argument that attributes characteristics of the parts to a whole.

Fallacy of concealed evidence is an argument that presents only facts that are favorable to its conclusion while suppressing relevant but non-supportive facts.

Fallacy of division is an argument that attributes to the parts of a whole the characteristics of the whole itself.

Fallacy of equivocation is an argument that uses the word or phrase in such a way that it carries more than a single meaning.

Fallacy of false analogy is an argument that makes an erroneous comparison.

Fallacy of false authority is an argument that violates any of the criteria for a justifiable appeal to authority.

Fallacy of false dilemma is an argument that erroneously reduces the number of possible positions for alternatives on an issue.

Fallacy of fear or force is an argument that uses the threat of harm for the acceptance of a conclusion.

Fallacy of hasty conclusion is an argument that draws a conclusion based on insufficient evidence.

Fallacy of invincible ignorance is an argument that insists on the legitimacy of an idea or principle despite contradictory fact.

Fallacy of mob appeal is an argument that attempts to persuade by arousing a group's deepest emotions.

Fallacy of pity is an argument uses pity to advance a conclusion.

Fallacy of popularity is an argument the tries to justify something strictly by appeal to numbers.

Fallacy of positioning is an argument that tries to capitalize on the earned reputation of a leader in a field to sell something.

Fallacy of provincialism is an argument that views things exclusively in terms of group loyalty.

Fallacy of questionable causation is an argument that asserts that a particular circumstance produces that it causes a particular phenomenon when there is in fact little or no evidence to support set contention.

Fallacy of questionable classification is an argument that classifies somebody or something on the basis of insufficient evidence.

Fallacy of slippery slope is an argument that object to a position on the erroneous belief that the position if taken will set off a chain of events that ultimately will lead to undesirable action.

Fallacy of two wrongs make a right is an argument that attempts to justify what is considered wrong by appealing to other instances of the same action.

Fallacy of unknown fact is an argument that contains premises that are unknowable either in principle or in this particular case.

Generalization is a statement that covers many specifics.

Guilt by association fallacy is an argument in which people are judged guilty solely on the basis of the company they keep or the places they frequent.

Hypothesis must be relevant that is it should explain the problem directly.

Inductive argument is one whose conclusion is a generalization.

Inductive generalization is an inductive argument whose conclusion is a generalization.

Informal fallacies are commonplace errors in reasoning that we fall into because of careless language usage or inattention to the subject matter.

Intuition is the direct apprehension of knowledge that is not the result of conscious reasoning or of immediate sense perception.

Irreverent reason fallacy is the argument whose premises are totally irrelevant to the conclusion.

Justification refers to the reasonableness of the evidence to support a conclusion.

Method of agreement states that if two or more instances of a phenomenon have only one circumstance in common than that circumstance is probably the cause for the effect of the phenomena.

Method of concomitant variation states that whenever a phenomenon varies in a particular way as another phenomenon varies in a particular way then a causal relationship probably exists between them.

Method of difference states that if an instance where the phenomenon occurs in an instance where it doesn't occur have every circumstance in common except one in that circumstance occurs only in the former than the circumstances probably the cause or the effect of the phenomenon.

Necessary and sufficient cause any condition that must be present for the effect to occur in one that will bring about the effect to one and of itself.

Necessary cause is a condition that must be present if the effect is to occur.

Occam's razor is the problem-solving principle that "entities should not be multiplied without necessity", or more simply, the simplest explanation is usually the right one.

Objectivity refers to the quality of viewing ourselves in the world without distortion.

Persuasive definition is one that departs from conventional word meaning in order to influence attitudes.

Post-hoc fallacy is an argument that asserts that one event is the cause of another from the mere fact that the first occurred earlier than the second.

Predictability refers to the explanatory power that a hypothesis has.

Premises of arguments are those statements that are claimed to until the conclusion. The conclusion is the statement that supposedly is entailed by the premises.

Proposition is true means the proposition describes a state of affairs.

Public verification means that almost anyone wanting could verify the claim.

Reason is the capacity to draw conclusions from evidence.

Sampling technique is the method of procedure used to generate a sample.

Scientific method is a way of investigating a phenomenon that's based on the collective analysis and into interpretation of evidence to determine the most probable explanation. The five basic steps in scientific method: 1) statement of the problem, 2) collection of facts, 3) formulating a hypothesis, 4) making further inferences, and 5) verifying the inferences.

Simplicity refers to a hypothesis capacity to account for the facts and data in the most economical way of all the alternatives.

Statistical generalization is a statement that asserts that something is true of a percentage of a class.

Stipulative definition is one that attaches unique or at least unconventional meaning to a term.

Stratified sample is a sampling technique in which relevant strata within the group are identified and a random sample from each stratum is selected in proportion to the number of members in each stratum.

Straw man fallacy is an argument that alters a position that the result is easier to attack than the original.

Sufficient cause is any condition that by itself will bring about the effect.

Supporting testimony refers to the observations of other observers that tend to support the evidence presented.

Testability refers to whether or not a hypothesis offers observations that will confirm or disconfirm it.

True premises do not of themselves justify and inductive conclusion an argument is sound when in the case of induction, it is Justified; or win in the case of deduction it is both valid and true.

Universal generalization is a statement that asserts that something is true of all members of a class.

Recommendations for Tech Companies

The Media Research Center has undertaken an extensive study of the problem at major tech companies' effort to censor the conservative worldview from the public conversation and formulated a guidebook in 2018, titled *CENSORED! How Online Media Companies Are Suppressing Conservative Speech*.

Like it or not, social media is the communication form of the future—not just in the U.S., but worldwide. Facebook and Twitter combined reach 1.8 billion people. More than two-thirds of all Americans (68 percent) use Facebook. YouTube is pushing out TV as the most popular place to watch video. Google is the No. 1 search engine in both the U.S. and the world.

As previously covered, war is being declared on the conservative movement in this space and conservatives are losing—badly. If the right is silenced, billions of people will be cut off from conservative ideas and conservative media. It's the new battleground of media bias. But it's worse. That bias is not a war of ideas. It's a war against ideas. Below is a list of suggestions from MRC to deal with this problem:

People are Policy:

Tech companies like Google and Facebook are making a nominal effort to hire conservatives, but that doesn't address the core problems within those organizations. Companies need to eliminate policies and biases that discriminate against conservatives. They also need to protect employees' ability to disagree with the pervasive liberal groupthink that dominates the industry.

Tech Companies Must Provide Transparency:

People and organizations have their posts and videos either restricted or deleted on all major platforms. If those companies expect their users to trust them, they must make this system transparent. They must show at least when posts of organizations and public figures are deleted and when they aren't. That would give users a baseline of what speech is allowed on a platform, not just whatever the companies choose to delete.

Expect Regulation at This Pace:

Tech companies are facing calls for regulation from left and right. The firms should address this by setting rules about how they will treat both conservative and liberal organizations and information fairly. This means clear, published guidelines must be established that support free speech online. Algorithms, content guidelines and ad policies must be designed that don't target political speech. Firms must stop pretending disagreement is equivalent to hate speech. Fairness and transparency are equally essential.

Avoid Partnering With Bad Actors:

Twitter, YouTube and others had tried to establish policies that prevent so-called hate speech on their platforms. But those policies are being enforced by organizations that spew hate against the conservative movement and can't pretend to be neutral players. Groups like the SPLC and ADL label core conservative values as "hate" or "bigotry." Tech companies can't expect conservatives to trust a system that is so blatantly one-sided.

Modify Flagging Systems:

One of the worst problems tech companies grapple with is the abuse of their flagging and reporting systems. YouTube, Twitter and Facebook, in particular, succumb to liberal activists who game their systems and constantly report conservative content. These services must determine a better way to handle alerts that do not allow coordinated campaigns against the right.

Use Neutral Fact-Checkers:

If social media sites are going to attempt to be the arbiters of what is real news, they must rely on fact-checking sources that are neutral and fair toward stories on both sides of the aisle. Relying on sites like Snopes, which has a clear liberal bias, raises concerns over whether the tech giants are trying to promote a liberal political narrative.

Avoiding Personal Bias and Faulty Research Methods

The sections above provide a solid foundation for spotting and fighting fake news in all its forms and uses in an ethical and journalistic manner. The ones below from a sociological and psychological perspective, can also assist in our crusade to improve journalistic, media, and research standards and make them more sapient in the process.

Constructive Disagreement is Good

Constructive disagreement occurs when people who don't see eye-to-eye are committed to exploring an issue together, alive to their own fallibility and the limits of their knowledge—and open to learning something from others who see things differently than they do.

When people lack the skill or the will to disagree constructively, disputes about theories, methods, data, analysis, or solutions can take on the character of zero-sum power struggles rather than opportunities for mutual growth and discovery. People become more polarized and closed-minded. They grow less likely to share and cooperate, and more likely to withhold key information, or engage in bad faith for competitive advantage.

Mistakes and failures are more likely to be weaponized against scholars rather than being understood as an unavoidable part of the iterative process of exploration, trial, error, discovery, and revision that lies at the core of the scientific method. People grow less likely to take risks or tolerate uncertainty. Under these circumstances, increased diversity can become a liability—a source of additional paranoia and strife—rather than an asset.

Confirmation Bias is Bad and Everywhere

As an example, a *Reason* study by Ronald Bailey in 2011 titled "Climate Change and Confirmation Bias" suggests that your values, not science, determine your views about climate change.

The Pew Research Center conducted a 2009 survey comparing the political ideologies of scientists and the general public. Only 9 percent of scientists identified as conservative, 35 percent as moderate, and 52 percent as liberal, with 14 percent claiming to be very liberal. In contrast, the general public identifies as 37 percent conservative, 38 percent moderate, and 20 percent liberal, and 5 percent very liberal.

Slicing the data another way, the survey finds that 81 percent of scientists lean Democrat whereas 52 percent of the general public does. Another telling division between the beliefs of the general public versus scientists is their responses to this statement: "When something is run by the government, it is usually inefficient and wasteful." Fifty-eight percent of scientists disagreed, whereas 57 percent of the public agreed with it.

The quest for publication has led some scientists to manipulate data, analysis, and even their original hypotheses. In 2014, John Ioannidis, a Stanford professor conducting researching on research (or 'meta-research'), found that across the scientific field, "many new proposed associations and/or effects are false or grossly exaggerated." Ioannidis, who estimates that 85 percent of research resources are wasted, claims that the frequency of positive results well exceeds how often one should expect to find them. He pleads with the academic world to put less emphasis on "positive" findings.

Ironically, the scientific method is meant to combat confirmation bias: scientists are encouraged to search primarily for falsifying evidence, then confirmation of their hypothesis. The rigors of science, however, are often outweighed by the realities of getting and keeping a job. With their academic careers and tenure contingent on getting published, scientists have moved from testing "How am I wrong?" to simply asking "How am I right?"

"At present, we mix up exploratory and confirmatory research," Brian Nosek, a psychologist with the University of Virginia, told Philip Ball. "You can't generate hypotheses and test them with the same data."

The Replication Crisis in Science is Real

Because the reproducibility of experimental results is an essential part of the scientific method, the inability to replicate the studies of others has potentially grave consequences for many fields of science in which significant theories are grounded on unreproducible experimental work. The replication crisis has been particularly widely discussed in the field of psychology and in medicine, where a number of efforts have been made to re-investigate classic results, to determine both the reliability of the results and, if found to be unreliable, the reasons for the failure of replication.

A 2016 poll of 1,500 scientists reported that 70% of them had failed to reproduce at least one other scientist's experiment (50% had failed to reproduce one of their own experiments). In 2009, 2% of scientists admitted to falsifying studies at least once and 14% admitted to personally knowing someone who did. Misconducts were reported more frequently by medical researchers than others.

The replication crisis in the sciences has just begun. It will be big when it's over. After a decade of slow growth beneath public view, the replication crisis in science begins breaking into public view. First psychology and biomedical studies, now spreading to many other fields—overturning what we were told is settled science, the foundations of our personal behavior and public policy.

This crisis emerged a decade ago as problems in a few fields—especially health care and psychology. Slowly similar problems emerged in other fields, usually failures to replicate widely accepted research. Economics, with its high standards for transparency—has been hit and even physics has been affected.

Is climate change next?