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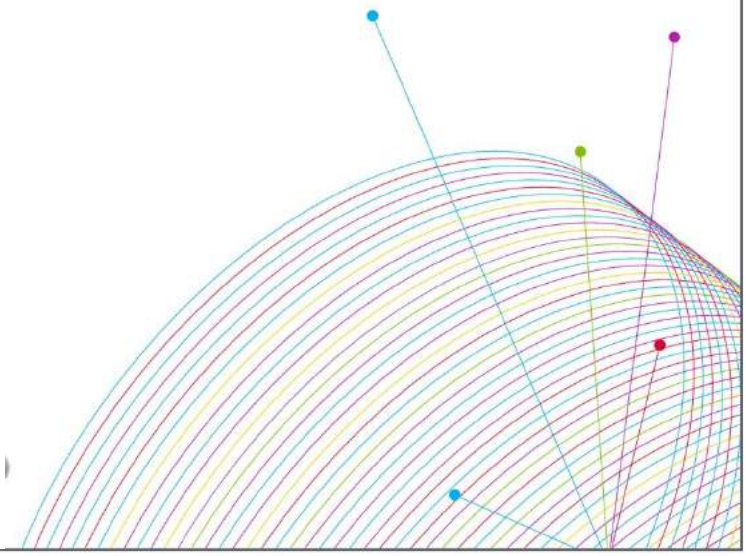
LITMUS TESTING 2016

PREPARED FOR:

BROADCASTING STANDARDS AUTHORITY



Litmus Testing 2016

Report Prepared For

Broadcasting Standards Authority

June 2016

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Opinion Statement

Nielsen certifies that the information contained in this report has been compiled in accordance with sound market research methods and principles, as well as proprietary methodologies developed by, or for, Nielsen. Nielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.

EXECUTIVE SUMMARY

OBJECTIVES

As specified in the Broadcasting Standards Authority's (BSA's) Statement of Performance Expectationsfor the year ending 2016, members of the public were invited to 'litmus test' five BSA decisions. The purpose of this testing is to help ascertain how well BSA decisions align with public opinion. This contributes to ensuring the BSA has a clear appreciation of the diversity of community views and public attitudes towards these decisions.

In 2016, litmus testing focused on the Good Taste and Decency standard. The purpose of the research was to understand audiences' perceptions of good taste and decency, bearing in mind the broadcast circumstances (e.g. time of day) and the context of the content presented within the broadcast.

As standards of good taste and decency are continually shifting within society, the BSA wished to follow up on the litmus testing that was completed in 2012 on the Good Taste and Decency standard. The BSA will incorporate the understanding of public attitudes gained from this research into its consideration of matters relating to this standard.

METHODOLOGY OVERVIEW

Four focus groups were conducted with members of the public aged between 18 and 65 years. The groups were conducted in Ashburton, Wellington, Hamilton and Auckland from 21 to 24 March 2016.

In previous years, all litmus testing occurred in Auckland, but due to potential differences in perceptions of good taste and decency throughout the country, the decision was made to include both urban and non-urban locations outside of Auckland in 2016.

There were 28 participants across the four groups. The groups contained male and female participants across a range of ethnicities, income levels and life stages.

KEY FINDINGS

Emerging Themes

During this year's litmus testing, several broad themes emerged in relation to people's perception of good taste and decency:

- **A higher tolerance of bad language and sexual content** – society is seen to be more tolerant of bad language and nudity. This has been strongly influenced by greater exposure to broad and diverse content through the internet. For some people, this has led to a sense of "anything goes".

- **A heightened sensitivity to material containing potentially sexist or racist content** – although participants were less likely to find bad language or sexually explicit content offensive, they were less accepting of content that appeared to denigrate or demean someone based on their race or gender.

- **An expectation of self-censorship** – most participants did not feel that they would be inclined to complain on the grounds of good taste and decency, as they felt that self-censorship should prevail. In a world where anything and everything can be accessed via the internet, there is an expectation that people will be capable of filtering content themselves.

- **Context of the programme and the presenter** – many participants took into consideration the reputation or style of the programme or the presenter when evaluating the clips. If a programme or presenter was well known for being inflammatory or provocative, the programme had more flexibility in regards to the good taste and decency standard. The exception to this was if it was possible for children to be unwittingly exposed to offensive content.

Regional Variation

Care must be taken when considering regional variations in this research, given that only one group was carried out at each location. However, the results of this round of litmus testing suggest that there are regional variations in perceptions of good taste and decency.

In Wellington, for example, participants appeared more sensitive to issues relating to racism or sexism. The Wellington group also appeared to more readily grasp the role of context when considering good taste and decency. This was less the case in Ashburton, where participants in the group appeared less likely to take context into consideration when evaluating the clips. In Hamilton, the group was broad-thinking and very aware of tolerance of diversity issues, while the Auckland group was more conservative in its views in terms of what was acceptable and more likely to perceive that standards in broadcasting are being lowered.

Factors influencing perceptions of good taste and decency and media

Level of understanding of the role of the media – some participants felt that certain media companies chose programming/skits that intentionally pushed the good taste and decency boundary to drive up ratings. Participants also felt that presenters who were known to push the good taste and decency boundaries were given more leniency because the audience could reasonably expect content on their shows to be more offensive. If these shows and presenters were intentionally selected by media companies for their inflammatory nature and the audience was aware of the programme/presenter's reputation, then participants felt the good taste and decency standard could not be applied as stringently. If listeners were offended, they shouldn't listen to the programme/presenter and this offence would be reflected in the ratings.

Reaction of the subject to the media's treatment and the expectation of such treatment – there was also discussion about an individual's response to potentially offensive behaviour and whether or not it should not be deemed offensive if the person being subjected to the offensive treatment did not appear offended themselves. The majority of participants felt that if the person being subjected to this offensive treatment could have reasonably expected this from the programme or the presenter before appearing on the programme and did not appear themselves offended by the treatment, there was less ground for complaint. This applied across multiple clips, with respondents being less offended by the Cucumber Number and Paul Henry clips because the guests had appeared to put themselves out there, but a larger proportion of respondents were offended by the 'do-nothing bitches' item because they felt those mentioned on the show had not explicitly put themselves out there to be subjected to this treatment (there was some debate, however, about whether or not those who were named had put themselves out there).

Recurrent Themes (comparison to 2012)

Two themes that emerged in 2012 and that have recurred in 2016 are:

The good taste and decency standard was more likely to be perceived as breached if there was a possibility that children might be exposed to content that is inappropriate. Many felt that an item could breach the standard of good taste and decency if it was aired when it was reasonable to expect that children might be listening or viewing.

There was again a sense that audiences have become more tolerant of swearing.

Summary of Reaction to the Clips

Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game – BSA did not uphold the complaint

This clip did not cause any major offence and few people had any issues with it, it being seen primarily as a light-hearted game. A minority questioned the timing of it because children might be listening. Most people however felt that it did not breach the standard of good taste and decency and there was an overall majority who agreed with the BSA's ruling. The fact that the majority were in line with the BSA is reflected in the % ratings for it being a Good/Very Good decision by the BSA. The only issue over this clip came down to the time of airing and whether children could be passively listening.

Participants in Ashburton were most likely to want the complaint upheld – half of this sample initially did not agree with the BSA's decision and this was largely because children might be listening, although some revised their opinion after group discussion.

IM – George FM Breakfast – Social media intervention about Instagram "do-nothing bitches" – BSA upheld the complaint

This clip caused some debate centred on whether the woman talked about in the programme had invited such a response by posting pictures of herself on Instagram. The majority on balance felt that she had not and that she had been unjustifiably harassed, humiliated and

bullied and that her privacy had been breached. These participants were most concerned with the treatment of the woman – the naming and shaming which they felt went too far. In addition, the language and time of day was an issue. Most felt that a line had been crossed. The majority of the participants felt that this was a good decision by the BSA and even some of those who had not seen it to be particularly offensive when they had considered and discussed the clip, felt that on balance the BSA had made the right decision.

Ashburton and Hamilton participants were most likely to have initial opinions that did not align with the BSA's decision indicating a view from some of this sample that the woman was inviting response and (unwanted) attention by her posting on Instagram (38% initial opinion reflected the BSA's decision), but there was 100% alignment in Auckland and Wellington. This was a decision that caused reassessment when participants read and considered the reasoning, so that the majority thought that it was a good ruling even if they had not had many issues with the broadcast initially.

Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf – BSA did not uphold the complaint

This clip caused the most debate in terms of the BSA's ruling, dividing participants. Some felt that it did not breach standards of good taste and decency given the nature of talkback radio – while they don't necessarily condone it they understand this is the role of a talkback host. Others felt that the woman had been discriminated against and had not been allowed to exercise her right to freedom of speech. This dichotomy resulted in people ending up with mixed views in terms of whether they thought it was a good decision by the BSA, with many thinking that it was 'Neither Good nor Bad' as a result. This clip caused the most debate in terms of the BSA's ruling. It comes down to each individual's prior understanding of the media and how they perceive its role.

Participants in Ashburton and Hamilton were most likely to want the complaint about this clip to be upheld, with only 38% of participants in both locations initially having an opinion consistent with the BSA's decision. This was the ruling that participants least agreed with, demonstrated in the low scores for Good/Very Good decision – 13% in Ashburton, 17% in Wellington and 38% in Hamilton. The exception here was Auckland where everyone felt that the BSA had made a Good/Very Good decision.

Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson – BSA did not uphold the complaint

Virtually no one had an issue with this clip and they put it down to Paul Henry's style and manner which meant they were less likely to find it offensive. The fact that the programme was aired late at night was also taken into consideration. The majority thought that it was a good decision by the BSA and agreed with the ruling.

Across the regions, the vast majority also had an initial reaction that reflected the BSA's decision. The majority in Ashburton, Hamilton and Auckland thought that it was a Good/Very Good decision, compared with only half the participants in Wellington.

Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders – BSA did not uphold the complaint

Three of the four groups (Ashburton, Wellington and Hamilton) were more likely to have no issues with this clip once they understood that it was parody and satire rather than serious comment. The Auckland group however did not find it fundamentally funny and felt that even in terms of satire, a line had been crossed. Further, two Māori (out of four in total) participants were likely to find the clip offensive.

The majority of the total sample was in agreement with the BSA's ruling and it was four Auckland participants who felt that it was a very poor ruling. In Auckland, no one's initial reactions to the clip reflected the BSA's decision.

The majority in Wellington and Hamilton thought it was a Good/Very Good decision, but this was less the case in Ashburton (38%) and very low in Auckland (17%) reflecting Auckland's disapproving reaction to the clip. It should be noted that in Ashburton and Auckland the voting for whether the complaint should be upheld was made when participants did not realise that the clip was a parody of Mike Hosking (even though this was explained upfront in Auckland, participants seemed not to register the fact and it had to be reiterated to them again once they had already made their judgements). The rating for whether it was a good or poor decision on the part of the BSA was made once these participants were clear that it was in fact a skit.

AGREEMENT WITH BSA DECISIONS

For most clips, the majority of participants either agreed with the BSA's decisions right away or decided to agree with the decision after discussing it with the group. The lowest levels of agreement were with the Sean Plunket clip. Compared to the other clips, this clip had the lowest proportion of participants whose initial opinion reflected the BSA's finding.

The biggest determinant for participants upholding a complaint appeared to be the way in which each individual saw the role and influence of the presenter(s) in question. If they saw a strident presenter expounding his or her own views and were able to take these comments with a grain of salt, they were more likely to not uphold the complaint. Whereas, if they saw an opinion shaper that had the potential to influence others and have a detrimental effect on other people and society as a whole, they were more likely to uphold the complaint.

Most people felt that good taste and decency is very subjective. As an example, the Auckland group took exception to the "Like Mike" skit despite knowing it was a skit. They understood that this skit was designed to poke fun at Mike Hosking and highlight the perceived ludicracy of some of his rants, but they still did not feel it was in good taste because of the potential influence it might have on other people's perceptions.

Overall, the high proportion of participants whose initial opinion reflected that of the BSA gives reassurance that the Broadcasting Standards Authority is issuing opinions that are largely in line with New Zealand society's perception of good taste and decency.

CLIP	BSA DECISION	PROPORTION WANTING COMPLAINT UPHELD N=28	PROPORTION WHOSE INITIAL OPINION REFLECTED BSA'S DECISION N=28
Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game	NOT UPHELD	21%	79%
IM – George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"	UPHELD	64%	64%
Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf	NOT UPHELD	46%	54%
Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson	NOT UPHELD	14%	86%
Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders	NOT UPHELD	36%	64%

Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game

Not upheld

Location	Proportion wanting complaint upheld	Proportion whose initial opinion reflected BSA's decision
Ashburton n=8	50%	50%
Wellington n=6	17%	83%
Hamilton n=8	13%	88%
Auckland n = 6	-	100%

IM - George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"

Upheld

Location	Proportion wanting complaint upheld	Proportion whose initial opinion reflected BSA's decision
Ashburton n=8	38%	38%
Wellington n=6	100%	100%
Hamilton n=8	38%	38%
Auckland n=6	100%	100%

Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf

Not upheld

Location	Proportion wanting complaint upheld	Proportion whose initial opinion reflected BSA's decision
Ashburton n=8	63%	38%
Wellington n=6	17%	83%
Hamilton n=8	63%	38%
Auckland n=6	33%	67%

Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson

Not upheld

Location	Proportion wanting complaint upheld	Proportion whose initial opinion reflected BSA's decision
Ashburton n=8	13%	88%
Wellington n=6	17%	83%
Hamilton n=8	13%	88%
Auckland n=6	17%	83%

Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders

Not upheld

Location	Proportion wanting complaint upheld	Proportion whose initial opinion reflected BSA's decision
Ashburton n=8	38%	63%
Wellington n=6	17%	83%
Hamilton n=8	-	100%
Auckland n=6	100%	-

CLARITY AND PERCEIVED VALIDITY OF BSA DECISIONS

For most clips, the majority of participants felt that the BSA made a good or very good decision. The one exception was the Sean Plunket clip; only 36% of participants felt the BSA made a good decision in that case. This low score, however, was driven primarily by the Ashburton and Wellington groups, with 100% of Auckland participants saying they felt the BSA made a good decision in regards to this clip.

Across the groups, participants understood and comprehended the BSA's decisions. They thought they were easy to understand and well put together. Some comments around this were that the decisions were "*pretty straightforward", and "they gave all their reasons – got everything there".* Moderators also observed a high level of cognition as people read the decisions.

A few respondents felt that the BSA could do a better job of providing 'the bigger picture' and placing their decisions in the context of the overall media environment.

CLIP	BSA DECISION	% CONSIDERING BSA MADE GOOD/VERY GOOD DECISION
Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game	NOT UPHELD	82%
IM - George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"	UPHELD	75%
Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf	NOT UPHELD	36%
Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson	NOT UPHELD	68%
Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders	NOT UPHELD	79%

Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game

Not upheld

Location	% Considering BSA made a Good/Very Good Decision
Ashburton n=8	50%
Wellington n=6	83%
Hamilton n=8	88%
Auckland n=6	100%

IM - George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"

Upheld

Location	% Considering BSA made a Good/Very Good Decision
Ashburton n=8	63%
Wellington n=6	100%
Hamilton n=8	63%
Auckland n=6	83%

Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf

Not upheld

Location	% Considering BSA made a Good/Very Good Decision
Ashburton n=8	13%
Wellington n=6	17%
Hamilton n=8	38%
Auckland n=6	100%

Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson

Not upheld

Location	% Considering BSA made a Good/Very Good Decision
Ashburton n=8	75%
Wellington n=6	50%
Hamilton n=8	75%
Auckland n=6	100%

Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders

Not upheld

Location	% Considering BSA made a Good/Very Good Decision
Ashburton n=8	38%
Wellington n=6	66%
Hamilton n=8	100%
Auckland n=6	17%

BACKGROUND

As specified in the Broadcasting Standards Authority's (BSA's) Statement of Performance Expectations 2015/16, members of the public are invited to 'litmus test' at least five BSA decisions in order to:

1. Help ascertain where BSA decisions sit relative to public opinion
2. Evaluate whether BSA decisions were presented and communicated in a way that was clear, accessible and easy to comprehend.

In March 2016 Nielsen was commissioned to conduct a round of litmus testing relating to the good taste and decency standard.

OBJECTIVES

The overall objective of the research was to determine whether the BSA decisions were reasonable reflections of the general public's current attitudes.

Specific objectives were to:

1. Understand whether attitudes to the concept of "good taste and decency" have changed
2. Identify each participant's concerns about the broadcasts (if any), to see whether the concerns raised in each complaint matched those spontaneously mentioned by participants
3. Ascertain whether the participants would have upheld the complaint
4. Examine individual and group responses to the BSA's actual decisions
5. Evaluate the BSA's communication of the decisions.

Clips were chosen to test whether sexism and racism, for example, are becoming more of an issue for audiences than what has traditionally been considered to be offensive, such as language, sexual material, violence and nudity.

METHODOLOGY OVERVIEW

Four focus groups were conducted with members of the public aged 18-65 years. The groups were conducted in Ashburton, Wellington, Hamilton and Auckland from 21 to 24 March 2016.

There were 28 participants across the four groups with a mix of male/female, ethnicities, income levels and life stages.

Ashburton	5 women and 3 men	8x NZ European
Wellington	4 women and 2 men	1x Māori 1x Chinese 4x NZ European
Hamilton	5 women and 3 men	2x Māori 1x Indian 5x NZ European
Auckland	3 women and 3 men	1x Māori 1x Korean 1x Chinese Malaysian 1x British 2x NZ European

This was the first year that the research was extended to locations outside Auckland at the request of the BSA, who wanted to understand whether there were any attitudinal differences apparent across different regions in New Zealand.

STIMULUS MATERIAL

Participants were presented with five clips. These clips were played in a different order across the four groups so that no one clip was always played first, second etc.

The clips were as follows:

- *Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game*
  The hosts of *Jay-Jay, Mike and Dom* show interviewed an eliminated contestant from *The Bachelor* about her experience on the show. At the end of the item, one of the hosts introduced the new "Bachelorette game show" titled "What's your cucumber number?" The premise was for contestants to put cucumbers into their mouths and bite down. Whichever contestant could bite down the farthest along the cucumber would be the winner. The interviewed contestant played the game and the hosts joked about the "pathetic" amount of cucumber that the contestant could fit into her mouth.
  Note: A long version of this clip with more of the pre-game banter was played to the Ashburton group while only the 'Cucumber Number' game portion was played for the remaining groups.

- *IM – George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"*
  During *George FM Breakfast*, the hosts asked listeners to help them stage a "social media intervention" by sending in the names and profiles of female users of Instagram described as "do-nothing bitches". The names and profiles of two women were submitted and the hosts commented extensively on one woman's (A's) profile in particular, making numerous derogatory remarks about her.

- *Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf*

  During Sean Plunket's talkback show, the CEO for the National Foundation for the Deaf called in to discuss captioning on television, especially the perceived problem of the lack of captioning on broadcasts of games in the Rugby World Cup 2015. In response, Mr Plunket questioned whether this was really a problem, suggesting that "You can actually watch the rugby with the sound off, you can see – they've got big numbers on their backs – you can see what's happening" and terminated the call by saying to the CEO, "You do have a hearing problem because you're not actually engaging in a conversation".

- *Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson*

  During *The Paul Henry Show*, Paul Henry interviewed a scientist, Dr Michelle Dickinson, about her research. At the end of the interview he asked her about her recent experience staying with Richard Branson, a well-known businessman, and referred to a photo of the two of them in which Mr Branson had his arms around her. He then asked: "Now when I see this – and you've got to realise I am something of a sceptic, you know, I look at things and I read things into them – I'm looking at that (photo) and I'm thinking, did you have sex with Richard Branson?"

- *Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders*

  During Jeremy Wells' "Like Mike" skit on the *Hauraki Breakfast* show, in which he parodied radio and television presenter Mike Hosking, Mr Wells made various comments about Māori people and Stewart Islanders, including:
  - "I can't condone all this Māori carry-on. To me, it's embarrassing…"
  - "Harry has as much business performing the haka as the Queen has in visiting Mermaids" (the strip club)
  - "It's the same old story every visit… rock star arrives, some Māoris make them pick up a leaf while they're threatening them with a stick, irresponsibly force them to un-hygienically press noses during the cold and flu season, and the latest folly, join in an ancient dance which means nothing to them"
  - "Believe me, I love Māoris as much as the next Christchurch ex-pat, but I prefer Māoris to keep to themselves, contained within marae, rural rugby clubs or on-stage cultural performances in Rotorua hotels coinciding with a hangi buffet"
  - "Maoris are loose units… they're often tattooed, the women smoke too much and are free and easy with their affections"
  - "The world's media are watching us this week. As right-thinking New Zealanders we should be asking, 'Is this the image we want to convey to the world?'"
  - "(Prince Harry) cavorted with some in-breds at the bottom of the South Island".

RESEARCH PROCESS

Initially there was a brief warm-up where participants discussed TV programmes and radio stations they enjoyed viewing or listening to.

The group was then provided with information about the BSA, its role and the Good Taste and Decency Standard (included in the Appendix).

The groups were played the five clips outlined above. The order that the clips were played was rotated across each group. Participants were questioned about each clip in turn.

During and after each clip participants were asked to independently note down in writing:

- What issues, if any, they had with the clip
- Their top-of-mind feedback on what they thought triggered the complaint
- Whether they would have upheld the complaint if they were the BSA
- Rating of the severity of the clip (from "nothing wrong with it" to "extremely bad taste and indecent").

Once this form was completed and discussed, respondents each received a written and verbal summary of the actual BSA decision. They were then asked to write down (individually):

- How they would rate the BSA's decision on a scale of 1-5, taking into account the reasoning given by the BSA and the final outcome (1 being "Very Poor" and 5 being "Very Good").

The responses to the BSA's decision were then discussed as a group.

Appendix I contains the discussion guide used, as well as the information participants were given about the "Good Taste and Decency" Standard.

While additional broadcasting standards may have been raised in each complaint and considered by the BSA in its decision, participants explored each clip only in relation to the good taste and decency standard.

KEY FINDINGS

PERCEPTIONS OF GOOD TASTE AND DECENCY IN THE MEDIA

When confronted by offensive content in the media, the majority of participants felt that **it was more suitable to self-censor than it was for them to complain**. Many said that the immediate and simplest response is to switch off or to change channels.

"I'm thinking more if you are hearing something you don't like, you can just change the channel, rather than going to the effort of complaining and making them change for your preferences." (Wellington)

"Because there are so many channels on TV. If something is offensive, don't watch it. Turn it to something else, right?" (Hamilton)

"If you don't like it that much, change the channel or turn it off." (Ashburton)

"I wouldn't complain because if I don't like it I change the channel." (Auckland)

Context also informed the views of participants in the Auckland, Wellington and Hamilton groups. **Participants expected certain programmes to have content that would include violence, nudity, sex etc. and therefore were more likely to find potentially offensive content included in those programmes acceptable**.

"I think also the context of this sort of show or whatever is in it. Like for example if you are watching a show like Game of Thrones *and you are complaining because there's violence in it, that wouldn't be really a valid complaint. Whereas if it's something that's sort of unexpected with the rest of whatever that show is, then it would probably have more merit."* (Wellington)

Participants had different standards for different types of potentially offensive content. **Bad language, sex, nudity and violence were often perceived as acceptable, but racist, sexist or religiously offensive content was considered unacceptable**.

There were demographic differences in opinion when it came to assessing potentially offensive content. **Younger participants and those from Auckland and Wellington, were more concerned about the airing of potentially offensive content than participants in other demographics, particularly older males**.

As raised in the 2012 litmus testing, the potential for children to be exposed to any potentially offensive content was a major consideration for many participants. **A broadcast that a child could reasonably be exposed to (e.g. at breakfast time or before 8.30pm) was more likely to be seen as in breach of the good taste and decency standard**. Not surprisingly the mothers in the groups were particularly sensitive to this.

"People would complain if it's the time of day when children might be watching." (Ashburton)

In regard to language, sex and violence, there was a sense among the participants that the plethora of channels and the emergence of online content has relaxed standards around good taste and decency. All of the participants recognised the increasingly fragmented media landscape and this was perceived to feed into an "anything goes" environment.

"With the internet and all that you can just about watch anything." (Hamilton)

"People are becoming sexualised at a younger age. Boys and girls." (Auckland)

Social media was also seen to have an effect. **Since social media allows people to instantly share comments and content, participants perceived that less thought was put into what might be perceived as potentially offensive.**:

"Well like those internet sources everywhere and people can get access even from your Smart phone and like it's just too easy for people to get information, get anything they want… I think we've gone too PC… I guess like the whole thing about that tennis guy, he just resigned today. Be grateful for men playing tennis because there's more people watching it sort of thing therefore their prize money is higher… yeah so he first apologised and now he's resigned. Probably unsurprising. Maybe not 5 years ago, but maybe 20 years ago probably we wouldn't resign, probably wouldn't be apologising either." (Wellington)
[Former tennis champion Raymond Moore said at the Indian Wells tournament that female tennis stars "ride on the coat tails of the men" and that they should "go down every night" on their "knees and thank God that Roger Federer and Rafa Nadal were born, because they have carried this sport". This hit social media and Mr Moore subsequently resigned as the tournament's director and CEO.]

"I think just with the internet and everything it is just out there now so anybody, you can see whatever you want really and it's in your face and it doesn't have to be on TV." (Hamilton)

Some people – especially the older participants – felt that we have become too "politically correct" as a society, whereas others (especially the younger ones) welcomed this shift and felt that it was a civilising influence.

COMPLAINING TO THE BSA

Few participants felt that they would be prompted to complain to the BSA. There was a laissez-faire attitude from some – leave the complaining to other people with the time and energy for it. There was, however, a general consensus that it was a good thing that the BSA exists to uphold standards of good taste and decency and to set the boundaries for broadcasters.

"I would leave it to other people who can be bothered to complain." (Ashburton)

"There's more to do than complain or moan about that sort of stuff in my opinion. Like if you were talking to me and I was talking and it didn't suit you, well you'd just walk away, you don't stand there and keep listening to me, do you." (Ashburton)

Some thought it might be a long and drawn out process, while others thought it might be straightforward, though they wouldn't expect to get a reply to their complaint. (In fact, broadcasters and the BSA are both legally required to respond to all valid formal complaints.)

"I wouldn't make a complaint because I'd pretty much assume that it would be a long and drawn out process. I just can't be bothered with it to be truthfully honest. I just wouldn't make a complaint because of the fact that it's going to take time, energy and I just wouldn't. That's just me." (Auckland)

"I imagine that I'd log onto their website and there might be a little box that you fill in and submit but I wouldn't expect to get a response. I don't think that they've got the time to respond individually to thousands of complaints." (Auckland)

A few thought that social media was now the preferred environment for complaining.

"Seems to be these days that if someone doesn't like something they'll post the thing on Facebook saying how much they hate it and then it spreads like wildfire." (Ashburton)

Others felt that it would take a lot to make them feel the need to complain – it would have to be something really excessive or that undermined their morals, or a programme that featured people they know personally.

"It would have to be something really serious. Something that clashes with my morals or values really strongly, because it has a harming effect on someone else. Or discrimination to a certain group or something like that. Something that is just morally wrong." (Auckland)

REACTIONS TO CLIPS

Respondents were shown five clips in rotated order. This was done in order to counter research effect i.e. people always being exposed to the same clip first, which could influence their perceptions of later clips. Reactions were as follows.

Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game

Synopsis:

"I didn't have an issue with it. Like it's not out of character for The Edge and it's not like it's bringing in random contestants, it's from The Bachelor *who sort of put themselves out there and sort of do quite extroverted stuff."* (Wellington)

General reaction:

The vast majority of participants felt that there was nothing seriously offensive about this clip. It was not felt to breach norms of good taste and decency to any significant degree. The reason for this perception was the clip was implicit in its sexual nature rather than explicit and it was dismissed as "a bit of fun" even if participants found the game rather puerile, stupid and silly. Additionally, contestants on *The Bachelor* were thought to put themselves "out there" so could be expectant of such antics. There was also an element of transparency. *The Bachelor* contestants are in the media and taking part in a light-hearted programme that can be seen to have sexual connotations even if not overt – it's about getting a partner – and this involvement means that they should not be surprised at light-hearted innuendo. Further, it was thought to be very much in character with The Edge generally and the programme specifically and thus not a surprise.

"I think that there was an overall tone that it was in good fun and humour." (Hamilton)

"I don't have an issue with it but I've listened to that radio station for the last 15 years so I know what they are like." (Hamilton)

"It was just a bit stupid. It was just a load of rubbish but it didn't offend me." (Auckland)

"It certainly didn't offend me anyway. I just thought it was a little bit silly and they were just trying to create ratings." (Ashburton)

Those who did object to the clip did so largely because it was aired at a time that children might be listening. They disapproved of this as it might cause children to ask awkward questions. This was particularly the case in Ashburton where the younger women especially were concerned about children being exposed to the material.

"The kids may say 'What are they doing with the cucumber? Why are they doing that? What does that mean?' Then they go to school and say 'What's your cucumber number?' " (Ashburton)

"They actually did it live in the morning, so it probably wasn't done at a good time. Kids would be going to school at that time." (Auckland)

Some other participants did think that the game was sexist and degraded women, which was offensive.

"I think a lot of people might be offended by it – a survey on the size of a woman's mouth and they ask you girls, here is the cucumber, put it in." (Ashburton)

What was thought to trigger the complaint:

In terms of what participants thought had triggered the complaint they mostly referred to:

- Sexual innuendo of the "cucumber number" game
- Timing of the show.

Sexual innuendo of the "cucumber number" game – the innuendo of oral sex was thought to potentially be offensive, to be demeaning to the woman involved and this was expected to be a reason for complaint. However, some said that *The Bachelor* is more sexist than any inherent sexism in the clip. Additionally, some said that the bachelorettes put themselves out in the media and therefore should not be surprised to be part of something like the "cucumber number" game and sexual innuendo.

"It's the sexual innuendo." (Hamilton)

"It's the innuendo. It's the reason behind why they would do it." (Ashburton)

Timing of the show – that the clip would have been aired at a time of day that children might be listening (e.g. in the car on the way to school) was thought to be grounds for offence. Many expected that children would not understand the sexual nature of the game but it could

mean that they might ask awkward questions. Some however thought that anyone listening to *Jay-Jay, Mike and Dom* know what their style is like and should not allow children to listen if they were sensitive to that.

"I don't think it's appropriate for the timeslot." (Hamilton)

"Especially if you've got kids in the car. They would ask, 'Why would they be biting a cucumber?'" (Ashburton)

Severity of the clip (n= 28) – Total Sample

Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
13	7	3	4	1

Severity of the clip – Breakdown by Region

Location	Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
Ashburton n=8	2	2	3	1	0
Wellington n=6	1	3	0	2	0
Hamilton n=8	5	1	0	1	1
Auckland n=6	5	1	0	0	0

The vast majority of the sample felt that there was nothing wrong or only a bit wrong with the clip and only one person thought that it was extremely bad taste and indecent.

6 said they would uphold the complaint
22 said they would not uphold the complaint

SUMMARY OF BSA'S DECISION

The hosts of the *Jay-Jay, Mike and Dom* show interviewed an eliminated contestant from *The Bachelor* about her experience on the show. At the end of the item, one of the hosts introduced the new 'Bachelorette game show' titled, 'What's your cucumber number?'

The premise was for contestants to put cucumbers into their mouths and bite down. Whichever contestant could bite down the farthest along the cucumber would be the winner. The interviewed contestant played the game and the hosts joked about the

'pathetic' amount of cucumber that the contestant could fit in her mouth.

The BSA did not uphold the complaint that the broadcast was 'extremely distasteful' because of its 'sexual connotations and meaning' and because it was 'demeaning to women', and therefore breached the good taste and decency standard.

The content of the broadcast was in the nature of innuendo and did not contain any explicit sexual references. It was clear that the 'contest' was meant to be humorous rather than offensive.

The item was consistent with expectations of this breakfast radio show and its style of comedy. It would not have offended or surprised regular listeners and the distastefulness of the broadcast was not at such a level as to breach the standard.

Reactions to the BSA's Decision

After reading the above summary of the BSA's decision, the vast majority of the participants felt that it was a very good and well-reasoned decision and they were in agreement with the BSA. They thought that the decision was well-explained and made sense. They accepted and agreed with the points about innuendo and lack of explicit sexual references and also the style of the breakfast radio show.

"I agree with the decision and I wouldn't have upheld it because there was actually nothing explicit said." (Wellington)

"It's only how you interpret it. It's the dirtiness of your own mind, not what they are actually saying or doing so it's a good decision." (Hamilton)

"Well basically, if you listen to this programme you know what you are doing to listen anyway." (Hamilton)

"I think it's fair. If you don't like that kind of talk you are not going to listen to them." (Ashburton)

"I agree with their decision. Like I mean it's totally fair enough what they've said with regard to expectations, the show and the types of listeners they have." (Ashburton)

"I totally agree that it was consistent with the show and its style of comedy. That's totally true and their normal listeners wouldn't be offended." (Ashburton)

"I think they've done a good job with this one. The reasoning just that it was the nature of the innuendo and did not contain any explicit sexual references, I think that's the key point really." (Auckland)

One person thought it was a poor decision because of the time of day that the show was broadcast and the fact that children could be listening.

"Do I think it's a breach of the standard of good taste? For that time of the day and the audience, yes I do. The time of day is completely inappropriate although it doesn't offend me. The innuendo was just not appropriate for younger ears at all." (Ashburton)

Reaction to the BSA's decision (n=28) – Total Sample

1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
0	1	4	11	12

Reaction to the BSA's decision – Breakdown by Region

Location	1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
Ashburton n=8	0	1	2	2	3
Wellington n=6	0	0	1	3	2
Hamilton n=8	0	0	1	4	3
Auckland n=6	0	0	0	2	4

IM – George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"

Synopsis:

"The thing I took issue with is the fact that they are targeting… this one random girl who's got nothing to do with them and they are picking on her and dragging her name through the mud on national radio and then unsolicited calling of her to talk about her boobs." (Wellington)

General reaction:

This clip caused a lot of debate and generated one of the strongest reactions. There was a division between Ashburton and Hamilton where the majority would not uphold the complaint and the urban locations (Wellington and Auckland) where the majority would have upheld the complaint. Further, younger participants and women were more likely to regard it as offensive initially. Older men were more likely to have no issue with the broadcast and to consider that the woman had invited response by posting her pictures on Instagram.

Overall, for the majority, the treatment of the woman by the presenters crossed a line in terms of their bullying and harassment. The majority of participants were concerned with the naming and shaming. Some felt that the attack was sustained and quite relentless and cruel.

The language that the presenters used was also mentioned as being an issue and there was a belief that the woman's privacy had been breached. Finally, some commented on the time of day of the airing of the programme and that children could be listening.

"It was really bad taste to then call her and name someone individually. It's a breach of her privacy." (Wellington)

"It's judgement and harassment." (Wellington)

"It was pretty poor taste. It was just a load of dribble. Just the language and the commentary. I just think they were putting her down and he was real creepy. He did seem a bit pervy." (Hamilton)

"I didn't like the hunting of the phone number." (Hamilton)

"It's the objectification of women and there's a lot of judgements going on when they don't actually know anything about this person." (Auckland)

"They were bringing down people, man. And the fact that they didn't know anything about that girl… the way they approached that situation." (Auckland)

"Children could be listening to that and it's not really the kind of thing that we want exposed to them. Referring to bitches and sluts and talking about boobs and I just don't think it's really right." (Ashburton)

Some debate centred on the issue of social media and posting on Facebook or Instagram. Some people (and especially the older males in Ashburton) felt that the woman had "put herself out there" by posting pictures of herself on social media and that she should not be surprised to get any reaction that it caused.

On the contrary, others felt very strongly that she had a right to do what she did and that the presenters had been very judgemental and offensive in their approach. Some picked up on the fact that, when called, the woman said that the posting was a positive move for her following, for example, issues with self esteem. The presenters had not known about this – indeed they knew nothing about her – but were making judgements.

"People are trying to boost their egos, self-esteem issues. It's so judgemental based on her looks and they know nothing about her. She's at university. She might be wanting to be a doctor. They went too far." (Ashburton)

Interestingly in Ashburton where there was initially less offence caused, when participants actually read the BSA's decision and saw the comments made about the show in writing it seemed to hit harder and they were more likely to feel that the treatment had crossed the line in terms of what was acceptable under the good taste and decency standard.

"When you read it like that, when you actually read insult after insult, it's actually quite

sickening. See how many insults there are. It's quite gross, yeah. When you see it as a whole." (Ashburton)

What was thought to trigger the complaint:

The triggers for complaint that participants mentioned were that the presenters humiliated the woman, that offensive language was used and that it breached the woman's privacy. Some also talked about the time of day and the fact that it was a breakfast show and children could be listening.

Humiliation and bullying of the woman – the presenters were seen to degrade her and to make nasty and creepy comments and the female presenter was considered to be as bad as the male in this regard.

"It's a bit inappropriate asking her about her breasts – if they were real, things like that. It's not really needed." (Hamilton)

"You could see how some people would see that it was a platform for bullying." (Auckland)

Offensive language – the use of words and phrases like "do-nothing bitch", "tits" and "slut" were thought to be offensive and to cross the line of good taste and decency. Talking at length about boobs and breasts was thought to be in poor taste.

"His use of language – dick and slut shaming." (Wellington)

"The language – like bitch and sluts, boobs." (Auckland)

Breach of privacy – the woman had not asked to be made public on the radio and the way that she was "outed" and tracked down for a phone call was thought to be unfair, bullying and a breach of her fundamental right to privacy (although this was also when some said that being on Instagram means that you are "out there" and so are inviting or should expect a response). In raising this issue the participants were not aware that the BSA had also upheld complaints that the woman's privacy was breached. Had they known, they may have been less vehement about the breach of privacy in relation to good taste and decency, but it was still telling that they were concerned about her rights in this regard.

"Naming people on the radio without their consent which is probably broadcasting-wise not the smartest move." (Ashburton)

"The privacy. Naming them." (Wellington)

Time of day – the fact that the programme was aired at breakfast time was thought to be a potential trigger of the complaint because children could be listening. It was thought to be inappropriate to expose them to such content and language.

"The time of day puts it across the line of good taste." (Hamilton)

"The time of day that it was played because people would not be happy if their children heard something like that." (Wellington)

Severity of the clip (n=28) – Total Sample

Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
3	5	5	9	6

Severity of the clip – Breakdown by Region

Location	Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
*Ashburton n=8	2	2	2	2	0
Wellington n=6	1	1	0	0	4
Hamilton n=8	0	2	3	3	0
Auckland n=6	0	0	0	4	2

**Some of the Ashburton participants revised their opinion of the severity of the clip (they were more inclined to regard it as severe) once they read the comments as quoted in the BSA's ruling, however, they did not revise their scores, so there may have been more who agreed that the clip was in bad taste.*

More people thought that the clip was in bad taste than those who didn't.

18 said they would uphold the complaint
10 said they would not uphold the complaint

SUMMARY OF THE BSA'S DECISION

During *George FM Breakfast*, the hosts asked listeners to help them stage a 'social media intervention' by sending in the names and profiles of female users of Instagram described as 'do-nothing bitches'. The names and profiles of two women were submitted and the hosts commented extensively on one woman's (A's) profile in particular, making numerous derogatory remarks about her.

The complainant argued that the hosts 'publicly bullied, humiliated and denigrated' A.

The broadcaster upheld the complaint under the good taste and decency standard.

However, the complainant referred the complaint to the BSA on the basis that the action

taken by the broadcaster to address the breach was insufficient. The BSA upheld the complaint, finding that the broadcast was a serious breach of standards which required further action to be taken by the broadcaster.

The hosts referred to A as a purported example of a 'do-nothing bitch' who looked like a 'ho', was 'rank', likely had low self-esteem and implied she was a 'slut'. The male host also made lewd and inappropriate comments about his own response to the images. These were extremely derogatory and personal comments which clearly went beyond the bounds of acceptability. They would have been offensive to a significant number of listeners.

Furthermore, the hosts' comments targeted a certain type of female users of Instagram. The BSA said that this, coupled with the sexually inappropriate comments made by the male host and directed at women, amounted to 'not-so-veiled sexism' that was inconsistent with current norms of good taste and decency.

Reactions to the BSA's Decision:

In terms of reactions to the above summary of the BSA's decision, overall the general consensus was that a line had been crossed. For this reason participants thought that the BSA's decision was a good one. They thought that the BSA explained itself well. They accepted and agreed with the BSA assessment that the presenters' comments were derogatory and personal.

"I think they made the right decision but because of the bullying. Like the stuff about boobs, it doesn't really matter, but the fact that they say that anyone who posts pictures of themselves in their underwear is rank." (Auckland)

"I gave it a 5 [Very Good]. I thought the decision was spot on. Just for the degrading of her and naming her." (Wellington)

"I thought it was spot on. They went through it quite well and detailed why. He was just being yuck, like quite pervy and derogatory." (Hamilton)

"I put down that it was a good decision. I was happy with their decision. Because I don't like the way that they were putting her down. It was her decision, but I don't like all the name calling and the bullying and I don't agree with bullying at all." (Wellington)

"I put that it was good. For me it's like to be judged purely on the way you look and to be treated like that, I can understand it." (Hamilton)

"I think it was a very good decision. I agree with the decision." (Hamilton)

"They had to uphold it because of the language and the bully-ish behaviour." (Ashburton)

"I think it was probably a good idea to uphold it. Like when you read them [the hosts' comments] one after another, oh wow, it's degrading, isn't it." (Ashburton)

A couple of participants raised the point that the male presenter was singled out in the last paragraph of the ruling, but no mention was made of the female presenter who was seen to be just as bad in her behaviour and comments.
Note: The female presenter was also commented on extensively in the BSA's full decision particularly in relation to the complaint that A was treated unfairly. Participants received only a summary of the decision on the good taste and decency standard (as set out above) which did not focus as extensively on the female presenter.

"I agreed with everything in there apart from they seem to single out the male host for a lot of it and I think the female host was just as bad." (Wellington)

"I thought it was a good decision, but it kind of more focused on the male host because his comments were pretty bad, but the female made mean comments about her. That was bad and it's not mentioned. There's nothing that focuses on the female's negative comments." (Hamilton)

Also, some were surprised that no mention was made in the decision of the time of day that the programme was aired and that children could be listening. It should be noted, however, that the BSA is only able to assess matters raised in the complaint. In this case, the complaint did not object to the timing of the clip or the potential harm to children.

"I gave it a 3 because they didn't mention anything about kids could be listening. I think higher standards are needed when kids can listen and they haven't even mentioned that." (Ashburton)

Those who were neutral or thought it was a poor decision gave these ratings because they felt that the hosts were exercising their freedom of speech and the fact that the woman had put herself out there in a way that was likely to attract attention.

Reaction to BSA's decision (n= 28) – Total Sample

1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
0	2	5	10	11

Reaction to the BSA's decision – Breakdown by Region

Location	1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
Ashburton n=8	0	2	1	3	2
Wellington n=6	0	0	0	3	3
Hamilton n=8	0	0	3	2	3
Auckland n=6	0	0	1	2	3

Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf

Synopsis:

*"I mean you've got someone from the head of the disability community who's wanting to highlight aspects of the environment so people understand what those with hearing impairments are up against all the time. And what you've got is Sean Plunket sounding like an ***, really he's demonstrating that he doesn't understand a fundamental disability issue. He's talking over the person, not listening to them and she's bringing up all this valid information about the UK and that sort of stuff, so I think there are definitely equity issues but I don't think it's decency."* (Wellington)

General reaction:

This clip divided participants in terms of the issues that they had with it. It was also the clip where participants were most out of line with the BSA's decision, with many sitting on the fence in regard to whether the BSA had made a good decision or not.

Some found Sean Plunket to have been insensitive, not just to deaf people, but to people with any disability, and insulting in his treatment of the CEO of the National Foundation for the Deaf. The participants in Auckland and some in Hamilton were the most likely to feel vehemently that Sean Plunket had caused offence and most of these participants would have upheld the complaint.

"He was insensitive to disabled people as a whole. He was quite rude and arrogant." (Hamilton)

"He was talking over the top of her so she couldn't explain herself fully. Just kept like butting in and butting in and she couldn't get her point across." (Hamilton)

"There was zero empathy and respect and that is where he crossed the line." (Auckland)

Others felt that the clip demonstrated the nature of talkback radio and that the caller could have held herself better and stated her opinion clearly, or that it was poor interviewing and Sean Plunket was being inflammatory rather than anything overtly offensive. As such the clip was not thought to have crossed the line of good taste and decency.

"His job is to express his own opinions to get other people to call in with their opinions and stuff… so it is his job to argue things…" (Hamilton)

"He was a rude individual and he was expressing his opinion which wasn't a nice opinion, but it's a talkback show so that's what he's meant to sort of do." (Auckland)

Overall the majority felt that although Mr Plunket had been rude and insensitive to disabled people, given the context he hadn't crossed the line and the clip did not breach standards of good taste and decency.

What was thought to trigger the complaint:

In terms of what they thought triggered the complaint, participants thought that it was the fact that Sean Plunket talked over the woman and belittled her, showed a lack of respect and was rude. Participants also felt his behaviour was insulting to people who are hard of hearing and/or others with a disability and that he violated the caller's right to equal opportunity.

"It was an issue against all people who are deaf. And it was a rude thing." (Auckland)

"A pretty big insult towards the end where he said 'you obviously have a hearing disability'." (Wellington)

"He was belittling her in a way. It's when he made that insult towards the end which was pushing it a bit." (Hamilton)

Most participants were on the fence in terms of their perception of the severity of the clip. They felt that there was something wrong with it or were neutral, but most did not feel that overall it had crossed the line.

Severity of the clip (n= 28) – Total Sample

Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
3	8	9	7	1

Severity of the clip – Breakdown by Region

Location	Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
Ashburton n=8	1	2	2	3	0
Wellington n=6	0	2	3	1	0
Hamilton n=8	1	2	3	2	0
Auckland n=6	1	2	1	1	1

13 said they would uphold this complaint
15 said they would not uphold this complaint

There was a relatively even split amongst those who would have upheld the complaint and those who would not. For those who would uphold, the reason was that it was offensive to people with disabilities. Those who would not have upheld it felt that it hadn't crossed the line when considering the nature of talkback radio.

SUMMARY OF THE BSA'S DECISION

During Sean Plunket's talkback show, the CEO for the National Foundation for the Deaf called in to discuss captioning on television, especially the perceived problem of the lack of captioning on broadcasts of games in the Rugby World Cup 2015. In response Mr Plunket questioned whether this was really a problem, suggested that 'You can actually watch the rugby with the sound off, you can see – they've got big numbers on their backs – you can see what's happening' and terminated the call by saying to the CEO, 'You do have a hearing problem because you're not actually engaging in a conversation.'

Taking into account the right to freedom of expression, the BSA did not uphold the complaint that it was 'unacceptable' for Mr Plunket to bully callers based on their disabilities and that his comments breached the good taste and decency standard.

Relevant contextual factors included the robust nature of the talkback environment, the station's adult target audience and listener expectations of both this particular Radio Live programming slot and Mr Plunket. While Mr Plunket's approach may not have been to everyone's liking, the general audience would not have been unduly offended or distressed by the broadcast.

The BSA emphasised that talkback radio is an environment where excessive language and inappropriate comments are often heard from listeners calling in and sometimes from the radio host, in order to stimulate reactions and responses. Talkback radio is an example of

freedom of expression in action and it serves a valuable public purpose, giving some who may not otherwise have any opportunity to be heard, a forum where their views can be expressed. While these views may sometimes be extreme or unpopular, the value of freedom of expression means that this in itself will not be enough to reach the high threshold for a breach of the standard.

Reactions to the BSA's Decision:

In terms of the BSA's decision the middle ground that many adopted in relation to this clip was reflected in the way participants rated the decision, with 13 out of 28 finding it Neither Good nor Bad and no high scores at the extremities.

"I'm kind of in the middle. I thought he could have handled it better I think. He didn't need to be like that to her but I understand that you can't have one person on there for a whole length of time but they can be nicer about it." (Hamilton)

Some people disagreed with the BSA's comment about freedom of expression as they felt that Sean Plunket had not allowed the caller her right to freedom of expression because he had not let her get a word in edgeways.

"They talk about freedom of expression but he didn't let her do that." (Wellington)

"They say that talkback radio is an example of freedom of expression and action and serves a valuable public purpose, well he didn't allow her that as such. She didn't get a chance, did she? He never actually gave her a chance to express her opinion." (Ashburton)

Most of the other participants thought that it was an acceptable/good and well-reasoned decision. While Sean Plunket had talked over her, he was not thought to have done anything intrinsically bad – it was more about poor interviewing – and they agreed with the comments about the robust nature of the talkback environment.

*"I thought it was a good decision because I just can't see it in a good taste and decency context really. It is just poor interviewing. I think the guy is a *** so he doesn't even understand what disability is about."* (Auckland)

"They said that it's the talkback environment and you are going to get that and I guess she should have expected it and I agree with that decision." (Auckland)

Reaction to BSA's decision (n=28) – Total Sample

1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
0	5	13	8	2

Reaction to the BSA's decision – Breakdown by Region

Location	1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
Ashburton n=8	0	3	4	1	0
Wellington n=6	0	2	3	1	0
Hamilton n=8	0	0	6	2	0
Auckland n=6	0	0	0	4	2

Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson

Synopsis:

"It's a pretty intrusive question, but it's The Paul Henry Show *so it's expected from* The Paul Henry Show*. It's his style."* (Hamilton)

General reaction:

Virtually all the participants had no issue with this clip. They did not feel that it breached standards of good taste and decency. While Paul Henry was thought to have been sexist in his interviewing, this was largely dismissed as his style. He is provocative and this makes him a polarising and divisive personality.

*"I put down no issues again. But I do recognise the sexism thing but it comes down literally that I wrote down that Paul Henry is a *** and that's just kind of what you expect from him in some ways."* (Wellington)

"I mean it's just him. You expect it from him perhaps." (Hamilton)

"He's being a bit cheeky. You kind of know what he's like. It's him. It's typical behaviour for him." (Ashburton)

"If you are going to watch his programme that's what you are going to get." (Ashburton)

"It's Paul Henry. It's just the way he acts. It's Paul Henry's type of humour and I simply took it as that." (Auckland)

Many noted that the reference to sex was made on a late night show, so it would have been reasonable to expect children not to be watching. Participants acknowledged that they may have felt less relaxed about the interview if it had been aired earlier in the day (e.g. 5-7pm) when children might be viewing.

"*It was on late at night. And you would assume that late at night is mostly adults.*" (Wellington)

"Again for me a lot of stuff [that breaches good taste and decency] *is around children and this was very late at night so hopefully there aren't too many children up watching."* (Wellington)

"Because it was played after 10.30pm I think it's fine. If it was played when children were watching I wouldn't be okay with it, but given the time and the nature of the programme it was kind of fun, jokey manner that he asked it." (Auckland)

Participants also debated the fact that the guest had seemed to hold her own and whether they might have felt different about the clip if she had been visibly distressed. Some thought that she might have expected or anticipated such a question from Paul Henry because of who he is.

"She did take it very well, the question, and maybe if she didn't it would have made for an awkward situation." (Wellington)

"The line would be crossed if she was offended. But she wasn't. She just sort of laughed it off. She was probably expecting something like that from him because of being on the show." (Hamilton)

"I think I would have felt quite differently if the person had reacted really embarrassed." (Auckland)

Those who did find issue with the clip – more in Wellington than in the other regions – felt that way because they thought Paul Henry's question was sexist and unnecessary. Additionally, some women and younger men were more likely to take offence.

"I thought it was quite sexist and I thought his constant asking whether she had sex was pretty on the nose." (Wellington)

What was thought to trigger the complaint:

In terms of what triggered the complaint participants assumed that it was his question about whether the woman had had sex with Richard Branson which was sexist, misogynistic and rude and had nothing to do with her scientific work.

"The misogynistic effect that he would never ask that to a male scientist and I assume that he got her on the programme to talk about her scientific work." (Wellington)

Most participants were either neutral or felt that there was nothing/not much wrong with the clip and no-one felt that it was extremely bad taste and indecent and this view was reflected in the fact that the vast majority (24/28) said that they would not uphold the decision. Those who would uphold it would have done so on the grounds of sexism.

Severity of the clip (n=28) – Total Sample

Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
7	7	9	5	0

Severity of the clip – Breakdown by Region

Location	Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
Ashburton n=8	3	2	3	0	0
Wellington n=6	0	2	2	2	0
Hamilton n=8	0	2	3	3	0
Auckland n=6	4	1	1	0	0

4 said they would uphold this complaint
24 said they would not uphold this complaint

SUMMARY OF THE BSA'S DECISION

During *The Paul Henry Show*, Paul Henry interviewed a scientist, Dr Michelle Dickinson, about her research. At the end of the interview he asked about her recent experience staying with Richard Branson, a well-known businessman, and referred to a photo of the two of them in which Mr Branson had his arms around her. He then asked: 'Now when I see this – and you've got to realise I am something of a sceptic, you know, I look at things and I read things into them – I'm looking at that [photo] and I'm thinking, did you have sex with Richard Branson?'

The BSA did not uphold the complaint that questioning Dr Dickinson about whether she had sex with Mr Branson when she was on the programme to discuss science was 'inappropriate and sexist', and therefore breached the good taste and decency standard. While it was understandable that some viewers took offence at the question, in the context of the broadcast it did not go beyond current norms of good taste and decency.

This was a provocative remark broadcast during an unclassified news, current affairs and entertainment programme that screened after 10.30pm and was well-known for this kind of content. It was uttered by a presenter who has a long history of, and is recognised for, making these types of remarks. Therefore there was a reduced likelihood of viewers being unduly surprised or offended.

It was also relevant that Dr Dickinson herself was apparently not offended by the question. She held her own and responded with 'mock shock' and humour.

Reactions to the BSA's Decision:

The vast majority of the participants agreed with the BSA's decision and thought that it was a good one. They agreed that it didn't go beyond the norms of good taste and decency and also with the comments about the time of day and the nature of the programme and the presenter. They also took note that she didn't seem offended and agreed with this comment in the BSA's decision.

"I put that it was a very good decision because the programme was after 10.30pm and that audience expected those kind of like a show or this content sex or violence or language." (Wellington)

"Like they've said it was a current affairs programme and it was screened after 10.30pm so it was a kind of appropriate setting." (Hamilton)

"It was a good decision and it was relevant that they explained that Dr Dickinson actually stood up for herself. She gave as much back. And she was obviously not offended with it. She might have been a little bit surprised, but nah." (Ashburton)

The minority who thought it was a poor decision thought Paul Henry had been sexist and invaded the scientist's privacy and they felt that he had crossed a line in his questioning. They also felt that the fact that she took it well was a bit of an escape route for the BSA.

"I do wonder if the BSA sort of had a bit of a get-out-of-jail-free card because she took it very well. And I do wonder what would have happened if she didn't…" (Wellington)

There was also some debate about the reference to Paul Henry's style and whether Paul Henry should be allowed to get away with such interviewing because of who he is – maybe viewers would not be so accepting of other people taking this approach.

*"Does that mean that it's okay for Paul Henry to say things that other people can't say? Because what? He's like that. Because he said that thing over there so I decide now that I want to be an *** and say whatever I want to say about people. Is that okay? You know what I mean? It seems kind of a little unfair."* (Auckland)

Reaction to BSA's decision (n=28) – Total Sample

1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
0	4	5	8	11

Reaction to the BSA's decision – Breakdown by Region

Location	1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
Ashburton n=8	0	0	3	1	4
Wellington n=6	0	4	0	1	1
Hamilton n=8	0	0	2	3	3
Auckland n=6	0	0	0	3	3

Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders

Synopsis:

"It's obviously what he was saying was pretty non-PC and obviously completely incorrect, but the target of it was really Mike Hosking and I also think that in terms of the context it's a segment called 'Like Mike', so you know he's going to take the mickey, and that's kind of my view… it's Radio Hauraki, they do stuff like that." (Wellington)

General reaction:

This clip caused some issues in Ashburton initially when participants thought it was Mike Hosking speaking rather than Jeremy Wells imitating and parodying him. They found the clip incredibly culturally offensive and rated it on these grounds before they understood that it was satire.

In Auckland, in spite of it being explained that it was a skit and a parody some still thought it was Mike Hosking and were offended. The level of offence did not abate when it was reiterated that it was Jeremy Wells doing a skit, as the majority of the participants in Auckland did not find it humorous and they felt it crossed a line even if it was satire. Also, they thought that people who didn't know the programme might take it seriously.

"So he was trying to be humorous right, but the humour has to be firstly funny. I don't think that any of that was funny and I think the joke is crossing the line when you are sort of hurting someone, when the intention is to cause hurt. That's not really a joke, that's just a spiteful comment then isn't it. It wasn't humorous it was just mean." (Auckland)

"There's no excuse for that sort of thing ever to be said. Because someone coming into the middle of the programme they wouldn't know the difference." (Auckland)

However, the majority of participants (including Ashburton once the nature of the clip was explained) felt that it did not raise any issues and that if anything, it was mocking Mike Hosking and people who hold such offensive views.

"I thought obviously the content specifically of the clip would be offensive because you are calling Stewart Islanders in-bred and essentially calling Māori savages, but I think within the context of it not actually being aimed at mocking Māori but more aimed at mocking Mike Hosking I think that wouldn't really be much of an issue with it because of the sort of target it is making fun of." (Wellington)

"[Jeremy Wells is] using ironical humour to expose this sort of undercurrent within society. It's a bit like Alf Garnett on Till Death Us Do Part. The guy who played Alf Garnett is Jewish himself but the whole point of his politics was to expose the sort of red neck element and especially anti-Jewish humour that was in Britain at the time and this is pretty much the same device. I think that if you want to put down somebody you basically become the opposite of what you are and expose it in that way. So I think it's a clever ploy really. I don't really take much offence from it." (Hamilton)

Most participants (except in Auckland) acknowledged that regular listeners would know that it was satire although there was a bit of debate about people tuning into the show later not knowing this and thinking that it really was Mike Hosking. These participants noted that the comments were only funny because they were part of a send-up and if they had been said seriously then standards of good taste and decency would have been severely breached.

"Had I not known before that it was a send-up and that it was screened as a send-up then that's totally different from somebody actually holding and espousing those views." (Hamilton)

It should be noted that two Māori participants (one in Wellington and one in Auckland) did find the material culturally offensive, even within the context of humour and satire.

What was thought to trigger the complaint:

The trigger for the complaint was that the content of the clip was racially and culturally insensitive in terms of its comments about Māori and Stewart Islanders.

"I imagine that people thought it was racist." (Wellington)

"It's pretty culturally insensitive." (Hamilton)

"It was the talk of in-breds and another few stereotypes that would have been a problem for people. Shaming their culture as well. It came across as quite racist. In-breds and it was insensitive towards the Māori culture." (Ashburton)

The Auckland and Ashburton participants were the ones most likely to rate the clip as being quite/extremely bad taste and indecent. The Ashburton participants, however, revised their opinions verbally once the nature of the programme had been explained to them.

Severity of the clip (n=28) – Total Sample

Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
2	4	8	8	6

Severity of the clip – Breakdown by Region

Location	Nothing wrong with it	A bit wrong with it	Neutral	Quite bad taste	Extremely bad taste and indecent
Ashburton n=8	1	2	1	4	0
Wellington n=6	1	1	1	1	2
Hamilton n=8	0	1	4	2	1
Auckland n=6	0	0	2	1	3

10 said they would uphold this complaint *(However participants in Ashburton and Auckland gave this view before they realised the clip was a parody.)*
18 said they would not uphold this complaint

SUMMARY OF THE BSA's DECISION

During Jeremy Wells' 'Like Mike' skit on the *Hauraki Breakfast* show, in which he parodied radio and television presenter Mike Hosking, Mr Wells made various comments about Māori people and Stewart Islanders, including:

- **'I can't condone all this Māori carry-on. To me, it's embarrassing...'**
- **'Harry has as much business performing the haka as the Queen has in visiting Mermaids [the strip club]'**
- **'It's the same old story every visit... rock star arrives, some Māoris make them pick up a leaf while they're threatening them with a stick, irresponsibly force them to un-hygienically press noses during the cold and flu season, and the latest folly, join in an ancient dance which means nothing to them'**
- **'Believe me, I love Māoris as much as the next Christchurch ex-pat, but I prefer Māoris to keep to themselves, contained within marae, rural rugby clubs or on-stage cultural performances in Rotorua hotels coinciding with a hangi buffet'**
- **'Māoris are loose units... they're often tattooed, the women smoke too much and are free and easy with their affections'**
- **'The world's media are watching us this week. As right-thinking New Zealanders we should be asking, "Is this the image we want to convey to the world?"'**

- **'[Prince Harry] cavorted with some in-breds at the bottom of the South Island'.**

Taking into account the right to freedom of expression, the BSA did not uphold the complaint that the comments were racist, offensive and degraded Māori and Stewart Islanders, and therefore breached the good taste and decency standard.

The item was clearly introduced, and concluded, as a satirical skit which used an exaggerated character based on Mike Hosking. It was a parody of people who perpetuate racist stereotypes rather than an articulation of genuinely held views.

The 'Like Mike' skit is a weekly feature on the Hauraki Breakfast show. Regular listeners would have been familiar with the segment and taken it as intended, as satire and comedy. Both Radio Hauraki and Mr Wells are known for their provocative and at times challenging brand of humour. While the content of this particular skit may not have been to everyone's liking, it would not have surprised or offended regular Radio Hauraki listeners and did not threaten current norms of good taste and decency.

Humour and satire are important forms of speech on which society places value. The BSA found that upholding this complaint would unjustifiably limit the right to free expression.

Reactions to the BSA's Decision:

After hearing the above summary of the BSA's decision the majority of respondents supported the BSA's assessment and felt that it was a good decision. The participants in Auckland were more likely to say that they were unsure or that it was a very poor decision.

Those who agreed with the BSA's decision were in agreement with the rationale for it. They thought it was clearly explained and that the context was clear. They appreciated the comments about humour and satire and the right to free expression, as well as the reference to the nature of the show and the "Like Mike" weekly feature.

"The content was really bad but it wasn't, the aim of it was not to offend generally." (Wellington)

"I agree pretty much with everything in it, especially that last paragraph. Especially that if we are going to let people like Mike Hosking present less extreme versions of these views, but still effectively in the ballpark, then there's no justification to limit people making a mockery of that." (Wellington)

"I think they made the right decision because it's really kind of like everybody has their own standards so people understand it and given they [Radio Hauraki] have a targeted audience who knows what they listen to." (Wellington)

"I said that it was a very good decision just based on the fact that it is effectively a comedy skit and yeah, a parody of Mike Hosking. Just the context I suppose." (Wellington)

"That's their type of humour and you would expect to hear stuff along those lines. It said that regular listeners would have been familiar with it so it's that type of show. It's expected." (Hamilton)

"I agree with that and they have explained it well. It was a parody of people who perpetuate racist stereotypes rather than genuinely held views. They are actually taking the mickey out of Mike Hosking, not anybody else. I think they explained it well." (Ashburton)

The Auckland participants who thought it was a poor decision fundamentally disagreed with the premise that the clip was humorous and felt strongly that even satire has to have boundaries and this crossed a line.

"It says humour and satire are important forms of speech but this is not humorous. It's not satirical in my opinion. There's nothing funny about it so I don't really understand that." (Auckland)

"Just because it's satire doesn't mean that there are no rules. There's still good taste and decency that applies to satire. Satire is not an excuse or justification for this. I don't accept their justification." (Auckland)

Reaction to BSA's decision (n=28) – Total Sample

1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
4	0	2	12	10

Reaction to the BSA's decision – Breakdown by Region

Location	1 Very Poor	2	3 Neither Good nor Bad	4	5 Very Good
Ashburton n=8	0	0	0	5	3
Wellington n=6	0	0	2	0	4
Hamilton n=8	0	0	0	6	2
Auckland n=6	4	0	0	1	1

CONCLUDING SUMMARY

The findings from this round of litmus testing suggest that New Zealand's attitudes to what constitutes 'good taste and decency' have changed over the years.

It was the view of the participants that nowadays audiences are much more tolerant of language, minor violence and sex/nudity (issues typically considered under the standard), and the fragmenting media and rise of social media was thought to be partly responsible for this. However, the participants' perceptions of the clips also suggest that audience members are becoming less tolerant of racism, sexism and cultural insensitivities – that as a society New Zealanders are now more concerned about racism, sexism, degrading treatment of individuals and sensitivity to those with disabilities. Those in the big city areas (Auckland and Wellington) appeared to have a tendency to be generally more concerned by these issues than those in the regions (Ashburton and Hamilton).

A concern about children being exposed to unsuitable material remained consistent with previous rounds of litmus testing on the standard of good taste and decency.

Also consistent with previous testing was the discussion centred on what is acceptable behaviour and whether certain personalities should be allowed to behave in the way they do simply because that is seen to be their style.

In terms of breaching standards of good taste and decency, the majority of participants, but not all, appreciated the nature of context in terms of the type of programme, target audience and time of day.

Brennan – Jay-Jay, Mike & Dom – "What's your cucumber number?" game

This clip caused no major offence across the board and there were few issues. Most participants agreed with the BSA's decision but a few picked up on the sexist and misogynistic aspect of the clip.

IM - George FM Breakfast – Social media intervention about Instagram "do-nothing bitches"

Participants in Ashburton and Hamilton, and older males in particular, were initially least likely to feel that this clip caused offence, while others clearly felt it did. However, on reflection and when they had read the ruling, the majority and especially participants in Auckland and Wellington, thought that the BSA had made a good decision.

Green – Talk with Sean Plunket – Talkback discussion with CEO of National Foundation for the Deaf

This was the clip that most divided participants and the one where most people were out of line with the BSA's decision. The majority thought that it was neither a good nor a bad decision.

Kilpatrick – The Paul Henry Show – Host asking scientist if she had sex with Richard Branson

The vast majority of the sample had an opinion that was aligned with the BSA's decision, even though there was some discussion as to whether Paul Henry should be allowed to "get away with it" just because he is Paul Henry**.** Overall, the BSA's decision was thought to be a good one.

Taiuru – Hauraki Breakfast – "Like Mike" satirical segment about Māori and Stewart Islanders

Most participants in Ashburton, Wellington and Hamilton did not have an issue with this clip as it was parody. However, Auckland participants vehemently felt that it crossed a line, even though it was satire. Two out of a total of four Māori participants were also likely to be offended. With the exception of Auckland, most felt that the BSA's decision was a good one. A majority in Auckland (4/6 participants) thought that it was a "very poor" decision.

The BSA was perceived to have done a good job clearly communicating their rationale in determining the decisions. Across the groups, participants understood and comprehended the BSA's decisions and felt that they were well put together. A few respondents did feel that the BSA could have done a better job providing context for the decision, however. They felt that providing a description of the media environment (e.g. background on the programme/presenter and the type of content that the viewer/listener could reasonably expect from the programme/presenter) would give even more clarity on the rationale behind the decision.

APPENDIX I – DISCUSSION GUIDE AND STANDARDS

THIS GUIDE IS INDICATIVE OF THE SUBJECT MATTER TO BE COVERED. IT IS DESIGNED TO ALLOW FREEDOM WITHIN THE TOPIC AREA AND FOR THE ADDITION OF RELEVANT TOPICS, WHICH MAY ARISE DURING THE GROUP, TO BE COVERED.

1. INTRODUCTION AND WARM UP – 10 MINUTES

Cover:

- Introduction of moderator, qualitative research
- Purpose of the research – understanding broadcasting standards regarding television and radio. Gut feeling, fun, philosophical discussion, no right or wrong – important to accept that other people have different opinions from yourself
- Confidentiality, explanation and consent to record audio
- Introduce clients, timing, amenities
- Thank people for their participation
- Turn off cell phones
- Length of group is 2.5 hours
- Responses are confidential and anonymous.

Individual introduction:

NAME, FAMILY DETAILS, WHAT DID YOU DO LAST WEEKEND, WHAT IS YOUR FAVOURITE TV/RADIO PROGRAMME AND WHY?

2. TELEVISION/RADIO AND ME

- What are the reasons we watch tv/listen to the radio? What are we looking for (relaxation, to be informed, entertainment etc.). Who do we usually watch/listen to it with, when and what are we also doing at the time?
- What kind of programmes/channels do you tend to watch/listen to and why?
- Which, if any, do you avoid and why?

3. BROADCASTING STANDARDS – GENERAL DISCUSSION

Broadcasters in New Zealand have a code of practice and are responsible for maintaining standards in their programmes. The Broadcasting Standards Authority is an independent government agency that oversees New Zealand's broadcasting standards and provides the public with a free, independent complaints service. The way the complaints process works is that generally a person must complain to the broadcaster first, and then if they're not happy with the broadcaster's decision they can have it reviewed by the BSA.

- Has anyone ever made a complaint, or gone to their website to get information?
    - If so, what were your impressions of the process?
    - If not, why not? Is it that they've never found anything offensive, or is the process difficult?

4. BROADCASTING STANDARDS – GOOD TASTE AND DECENCY

Broadcasting standards cover a number of different issues concerning what we watch on TV or listen to on the radio. In our discussion today, we'll be covering just one of the standards – the good taste and decency standard. This broadly covers what we think of as *offensive* content.

What I will show you now is the good taste and decency standard as it is written in the broadcasters code of practice

SHOWCARD: The standard states that broadcasters should observe standards of good taste and decency. The guidelines provided for this standard are:

broadcasters will take into account current norms of good taste and decency bearing in mind the context in which any content occurs and the wider context of the broadcast e.g. programme classification, target audience, type of programme and use of warnings etc.

- What do you understand by this standard? *Probe on ease of understanding, use of language, amount of information, are there any questions?*
- What do you think is the trigger for people to complain that a programme has breached the good taste and decency standard?
- What kind of things would prompt people to make a complaint about a programme not being consistent with standards of good taste and decency?
- Do you think that people's notions of good taste or decency have changed from previous years e.g. from 5 years ago. If so, in what way?
- Historically the standard has been mainly concerned with sexual material, language, nudity and violence. Are there other things that you find offensive or that you think other people might find offensive? (If need further prompt – for example, content which demeans or degrades a person or a group of people.)

5. INDIVIDUAL JUDGEMENTS

Show/play each of the five clips (rotated order) and leave time for them to write down their initial thoughts on each. Provide information regarding channel, programme, time and rating. Hand out sheets with the following questions for participants to write down individually before discussing as a group:

- What are the specific issues you have with the clip (if any?). Give specifics.
- What aspects do you think triggered the complaint?
- Would most people feel this way, or are you different from most?
- If you were in the BSA, would you have upheld this complaint (i.e. do you agree that it breached standards of good taste and decency?)

Ok, now we're going to discuss the clip and then I'll tell you what the BSA's decision was.

So, what were everyone's thoughts for clip 1?

- Who voted to uphold the complaint?
- What would we say about good taste and decency in relation to this clip? What were the things we were considering when making our decision?
- Where is the line in terms of good taste and decency?
- How do we decide this?
- Would your decision have been different if it was a different channel or a different time of day?

I'll pass a summary of the BSA written response around and get you to read their decision.

- What are your initial responses?
- How clear and easy to understand was their decision? *Probe on relevance, amount of information, use of language*
- Where were the similarities and differences between the BSA's and your own decisions?
- Do you think this judgment reflects the attitudes of today's society? In what ways?

I'd now like you each to rate the BSA's decision and reasoning on a scale of 1-5 where 1 is very poor and 5 is excellent. *n.b. as well as comments on the content, note any comments as to language, whether easy to understand etc.*
Think about how easy it was to understand, how relevant it was to you and how much information was provided.

- What were your scores and why did you give them? *Probe on both content and presentation*
- What, if anything, could be improved?
- Repeat for Clips 2-5.
- Having seen all the clips, are there any other things that you find offensive or think other people would find offensive?

6. FINAL SUMMARY

We're nearing the end of our discussion now. To wrap up, thinking about the decisions made by the BSA and the way they were communicated, what is the one thing you'd like to say to them?

THANK YOU AND CLOSE. (Koha)

APPENDIX II – CODES OF BROADCASTING PRACTICE

NB: The standards below applied to broadcasts on or before 31 March 2016. The Broadcasting Standards in New Zealand Codebook took effect on 1 April 2016.

RADIO CODE (PRE-APRIL 2016)

STANDARD 1 – Good Taste and Decency

Broadcasters should observe standards of good taste and decency.

Guideline

1a Broadcasters will take into account current norms of good taste and decency, bearing in mind the context in which any language or behaviour occurs and the wider context of the broadcast e.g. time of day, target audience.

FREE-TO-AIR TELEVISION CODE (PRE-APRIL 2016)

STANDARD 1 – Good Taste and Decency

Broadcasters should observe standards of good taste and decency.

Guidelines

1a Broadcasters will take into account current norms of good taste and decency bearing in mind the context in which any content occurs and the wider context of the broadcast e.g. programme classification, target audience, type of programme and use of warnings etc.

1b The use of visual and verbal warnings should be considered when content is likely to disturb or offend a significant number of viewers except in the case of news and current affairs, where verbal warnings only will be considered. Warnings should be specific in nature, while avoiding detail which may itself distress or offend viewers.

APPENDIX III – NIELSEN QUALITY ASSURANCE

Quality Assurance	Nielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code. The company maintains rigorous standards of quality control in all areas of operation. We believe no other commercial research organisation in New Zealand can provide clients with the level of confidence in survey data that we are able to. Furthermore, Nielsen is routinely and regularly subjected to **independent external auditing** of all aspects of its survey operations.
ISO 9001	Nielsen is committed to the principles of Total Quality Management, and in 1995 achieved certification under the International Standards Organisation ISO 9001 code. In March 2007 Nielsen also adopted the standards specified in AS20252. In terms of this project, all processes involved are covered by our ISO 9001 procedures. As part of these procedures, all stages of this research project (including all inputs/ outputs) are to be approved by the Project Leader.
Code of Ethics	All research conducted by Nielsen conforms to the Code of Professional Behaviour of the Market Research Society of New Zealand.

APPENDIX IV – COMPANY INFORMATION

Company Profile

Nielsen Corporation is the world's leading provider of market research, information and analysis to the consumer products and service industries. More than 9,000 clients in over 90 countries rely on Nielsen's dedicated professionals to measure competitive marketplace dynamics, to understand consumer attitudes and behaviour, and to develop advanced analytical insights that generate increased sales and profits.

The company provides four principal market research services:

Retail measurement
Includes continuous tracking of consumer purchases at the point of sale through scanning technology and in-store audits. Nielsen delivers detailed information on actual purchases, market shares, distribution, pricing and merchandising and promotional activities.

Consumer panel research
Includes detailed information on purchases made by household members, as well as their retail shopping patterns and demographic profiles.

Consumer Insights
Includes quantitative and qualitative studies that generate information and insights into consumers' attitudes and purchasing behaviour, customer satisfaction, brand awareness and advertising effectiveness.

Media measurement
Includes information on international television and radio audience ratings, advertising expenditure measurement and print readership measurement that serves as the essential currency for negotiating advertising placement and rates.

In addition, Nielsen markets a broad range of advanced software and modelling & analytical services. These products help clients integrate large volumes of information, evaluate it, make judgements about their growth opportunities and plan future marketing and sales campaigns.

As the industry leader, we constantly work to set the highest standards in the quality and value of our services, and the passion and integrity of our people bring to helping clients succeed.

Our professionals worldwide are committed to giving each of our clients the exact blend of information and service they need to create competitive advantage: The right information, covering the right markets, with the most valuable information management tools, all supported by the expertise and professionalism of the best market research teams in the industry.