DOI: 10.55019/plr.2024.1.17-31

Pázmány Law Review
XI. 2024. • 17–31

ADAPTING TO CHANGE: AI'S POTENTIAL IMPACTS ON JOURNALISM

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Abstract

This article examines the transformative impact of the fourth industrial revolution on communication, particularly focusing on artificial intelligence (AI) in journalism. The proliferation of AI technologies has revolutionized how news is searched, produced, disseminated, and managed, enhancing communication flows and personalization. Despite historical resilience through various technological upheavals, local journalism faces unprecedented challenges due to the disruption of traditional business models by the internet, leading to significant declines in print circulation and advertising revenues. The advent of generative AI, exemplified by tools like ChatGPT, offers both opportunities and threats. While AI can automate routine tasks, enhance multimedia storytelling, and increase operational efficiency, it also raises ethical concerns, risks of misinformation, and potential job losses. The article emphasizes the need for responsible AI integration, continuous journalist training, and regulatory frameworks to ensure that AI sooner enhances than undermines journalistic integrity and democracy. Furthermore, the reliance on AI by media organizations could threaten financial stability and necessitate innovative business models and government regulations to ensure fair compensation and intellectual property protection. Despite these challenges, AI presents opportunities for innovation in journalism, emphasizing the importance of balancing technological advancement with ethical considerations.

Keywords: Generative AI, Journalism, Media, Misinformation, News

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1. Introduction

The field of media is undergoing relentless transformation. We are immersed in the fourth industrial revolution, significantly altering production systems and various societal aspects.[1] In this context, the introduction of artificial intelligence (AI) in the processes of searching, producing, disseminating, and managing communication messages has established a platform that will progressively drive the exponential multiplication of communication flows and personalization, accompanied by new ethical challenges.[2] Journalism industry has weathered numerous technological revolutions, from the movable-type printing press of the 15th century to the high-speed presses of the 19th century and the disruptive influences of radio and television. Despite these challenges, local news has historically thrived.[3] However, the advent of the internet dramatically altered the landscape of local journalism, challenging its traditional business model and threatening its very existence.

The World Wide Web enabled news organizations to reach global audiences and provided journalists with innovative tools to enhance their reporting. However, it also decimated the local news business model.[4] Free online news led to a drastic decline in print circulation and advertising revenues. Despite attempts to implement paywalls and digital advertising, these measures failed to fully offset the losses. Consequently, local news organizations became dependent on social media platforms for distribution and revenue, further undermining their financial stability. By the end of 2024, the Medill School of Journalism predicts the U.S. will have lost a third of its newspapers and nearly two-thirds of its newspaper journalists since 2005, creating vast news deserts and potentially undermining democracy by paving the way for misinformation and disinformation.[5] Amidst this backdrop, the emergence of generative artificial intelligence presents both opportunities and threats to local journalism. This technology, which can produce content based on user prompts, is hailed as the fastest-growing consumer software application in history.[6]

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1 Berta García-Orosa: Impact of Social Media on Journalism and Politics. *Social Sciences* 11, 2. (2022), 40. https://doi.org/10.3390/socsci11020040

2 Beatriz Gutiérrez-Caneda – Jorge Vázquez-Herrero – Xosé López-García: AI application in journalism: ChatGPT and the uses and risks of an emergent technology. *Profesional de la información* 32, 5. (2023). https://doi.org/10.3145/epi.2023.sep.14

3 Nils Arne Bakke et al.: Disruptive Innovations and Paradigm Shifts in Journalism as a Business: From Advertisers First to Readers First and Traditional Operational Models to the AI Factory. *Sage Open* 12, 2. (2022). https://doi.org/10.1177/21582440221094819

4 Dariusz Tworzydło: Analysis of Changes in the Journalistic Profession Caused by the COVID-19 Pandemic, Including Communication with Target Groups and the Use of New Technologies. *Studia Medioznawcze* 21, 4. (2020).

5 Sara Fischer: One-third of U.S Newspaper as of 2005 will be Gone by 2024. https://tinyurl.com/y7tztfxr (Accessed on: 05 September 2024)

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2. Benefits

Generative AI, like ChatGPT, has incited considerable debate regarding its role in journalism. Experts argue that while these tools can assist in various aspects of news production, they are unlikely to fully replace journalists. Francesco Marconi categorizes AI innovation in journalism into three distinct waves: automation, augmentation, and generation. The first wave focused on automating data-driven news stories, such as financial reports and sports results, using natural language generation techniques. The second wave emphasized augmenting reporting through machine learning and natural language processing to analyze large datasets and uncover trends. The current wave, generative AI, uses large language models capable of producing narrative text at scale. This technology can generate longer articles or opinion pieces and even mimic the style of well-known writers or publications. However, despite the advancements, generative AI today is not original or analytic, as it relies on existing information without providing new insights.[7]

Innovative uses of generative AI are significantly transforming the media landscape, with numerous outlets leveraging its capabilities to enhance content creation, personalization, and efficiency. Generative AI can autonomously create content, which is particularly beneficial for news agencies that need to disseminate breaking news swiftly. This technology enables real-time generation of high-quality written content, images, and even videos, ensuring that audiences receive the latest updates almost instantaneously.[8] This creates an impression of intelligence, even though the technology is fundamentally a predictive tool trained on vast datasets. This reliance on existing content means that generative AI lacks originality and analytical depth, which are critical in producing high-quality journalism. Additionally, generative AI tools often make factual mistakes and struggle with precise calculations, making them unsuitable for breaking news reporting or detailed numerical data. These models frequently generate inaccurate and non-factual information, particularly regarding current events or real-time data, thus highlighting the need for human oversight in the journalistic process.[9]

The rapid development of AI technologies has significantly impacted the media industry. AI enables the automatic analysis of vast amounts of data, helping media organizations gain valuable insights, enhance content recommendations, and optimize marketing strategies. Machine learning algorithms improve content recommendation

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7 Marina Adami: Is ChatGPT a threat or an opportunity for journalism? Five AI experts weigh in. https://tinyurl.com/yjrcs4t2 (Accessed on: 05 September 2024)

8 Yusuf, et al.: Generative AI and the future of higher education: a threat to academic integrity or reformation? Evidence from multicultural perspectives. *International Journal of Educational Technology in Higher Education* 21, 1. (2024). https://doi.org/10.1186/s41239-024-00453-6

9 Maryam Ashoori – Justin D. Weisz: In AI We Trust? Factors That Influence Trustworthiness of AI-infused Decision-Making Processes. Computers and society. *Arxiv.* (2019). https://doi.org/10.48550/arXiv.1912.02675

accuracy, increasing user engagement and retention.[10] One significant trend is the automation of routine journalistic tasks. For example, the Associated Press has used AI to generate summaries of earnings reports, which has dramatically increased their output without sacrificing quality.[11] Similarly, BuzzFeed uses AI to enhance its quizzes and personalize content, providing users with a more tailored experience.[12] These applications illustrate how AI can help media companies to maintain a high level of productivity and personalization while reducing operational costs. Moreover, generative AI is revolutionizing multimedia storytelling by producing stunning visuals and audio content. This opens new avenues for creative expression and audience engagement. AI-generated art, animations, and music can add significant value to media productions, pushing the boundaries of traditional storytelling.[13] Generative AI holds several potential benefits for news outlets. It can enhance responsiveness, improve operational efficiency, and enable greater personalization of news content. By automating routine tasks, AI can free up journalists to focus on more complex and investigative reporting. Furthermore, AI can help news organizations to rethink their approaches to serving audiences and improve the targeting of advertisements, potentially increasing revenue.[14]

3. Risks

Despite the potential benefits, the integration of AI in journalism faces several challenges. While AI can enhance the capabilities of journalists by saving time and increasing efficiency, there is a perceived tension between the hopes of the industry and pitfalls regarding this technology.[15] Amongst others, the spread of AI technologies raises concerns about algorithmic bias, data privacy, and potential job losses in specific sectors.[16] The risk of unchecked algorithmic creation poses significant concerns, and the necessity for ethical guidelines is paramount. Charlie Beckett advises caution and

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[10] Rahima Aissani – Rania Abdallah – Sawsan Taha: Artificial Intelligence Tools in Media and Journalism: Roles and Concerns. In: *International Conference on Multimedia Computing, Networking and Applications (MCNA).* 2023. 19–26. https://doi.org/10.1109/MCNA59361.2023.10185738

[11] Peter N. Amponsah – Atianashie Miracle Atianashie: Navigating the New Frontier: A Comprehensive Review of AI in Journalism. *Advances in Journalism and Communication 12,* 1. (2024), 8. https://doi.org/10.4236/ajc.2024.121001

[12] Charlotte Tobitt: How Buzzfeed is using AI to boost engagement as social traffic wanes. https://tinyurl.com/anvxumcn (Accessed on: 05 September 2024)

[13] Rob Hackenburg – Helen Margetts: Managing the Risks of Generative AI. *Harvard Business Review* 101, 3. (2023), 28–35.

[14] Jordyn Habib: Leveraging AI to boost efficiency and innovation in the news. https://tinyurl.com/56b3nwyu (Accessed on: 05 September 2024)

[15] Rachel E. Moran – Sonia Jawaid Shaikh: Robots in the News and Newsrooms: Unpacking Meta-Journalistic Discourse on the Use of Artificial Intelligence in Journalism. *Digital Journalism* 10, 10. (2022), 1756–1774. https://doi.org/10.1080/21670811.2022.2085129

[16] Hourieh Khalajzadeh – Mohamed Abdelrazek – John Grundy – John Hosking – Qiang He: Survey and Analysis of Current End-User Data Analytics Tool Support. *IEEE Transactions on Big Data* 8, 1. (2022), 152–165. https://doi.org/10.1109/TBDATA.2019.2921774.

discourages journalists from using new tools without human supervision. He stresses that AI is not about total automation of content production but about augmentation to provide tools that enhance human capabilities. Understanding the tools and the associated risks is crucial to mitigating potential flaws and ensuring responsible use.[17]

AI's integration into journalism also poses significant risks to the financial models of media organizations. As seen with the advent of the internet, free access to news led to a steep decline in print circulation and advertising revenues. Similar risks are present with AI, particularly as search engines and other AI tools may provide information directly to users without directing traffic to news websites. This phenomenon could drastically reduce web traffic, further undermining the financial viability of news organizations.[18] In other words, AI could further disrupt the already ailing business models of local news outlets, exacerbate the loss of web traffic due to zero-click searches, and introduce errors into news stories, undermining credibility.[19] There is also the danger that AI could replace human journalists, leading to job losses and a decline in journalistic quality. Ethical concerns arise from the lack of clear guidelines for AI use, and smaller news outlets may lack the resources to effectively implement AI technologies. Additionally, AI's propensity for errors and its potential misuse could accelerate the spread of misinformation and disinformation. While there is considerable enthusiasm for AI's potential to transform and introduce efficiency into communicative processes, this technocentric vision of communication is fraught with risks and challenges, primarily due to a lack of transparency from socio-legal and scientific-computing perspectives.[20] These dimensions require close monitoring and analysis to understand and correct possible dysfunctions. The complexity of the ongoing changes in journalism stimulates renewed debates in communication and drives new transformations in the communication ecosystem, bringing opportunities and challenges as we enter the next technological revolution, where machines will drive machine learning, imitate human thoughts and behaviors, and perform new cognitive functions.[21]

The dominance of a few tech giants in the AI space also poses a threat to the independence and diversity of media. The control of these companies over AI technologies and their integration into media processes could lead to a homogenization of news and a concentration of power that undermines the plurality of voices essential for a healthy democracy. AI have become another way for powerful tech corporations

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17 Charlie Beckett: The JournalismAI Report. https://tinyurl.com/mrxjw79n (Accessed on: 05 September 2024)

18 L. Hazard-Owen: AI and the Future of Media Financial Models. *Media Finance Journal* 10, (2023), 58–72.

19 Nilay Patel: Google Zero is here – now what? https://tinyurl.com/5mu4aebu (Accessed on: 05 September 2024)

20 Stefan Larsson – Fredrik Heintz: Transparency in Artificial Intelligence. *Internet Policy Review* 9, 2. (2020). https://doi.org/10.14763/2020.2.1469

21 Syed Imran Ali – Araz Zirar – Nazrul Islam: Worker and Workplace Artificial Intelligence (AI) Coexistence: Emerging Themes and Research Agenda. *Technovation* 124, (2023), 102747. https://doi.org/10.1016/j.technovation.2023.102747

to extend and entrench their dominant market positions, and this could make it difficult, if not impossible, for sectors like journalism to remain independent and maintain a public interest orientation. The potential of the AI to disrupt journalism mirrors the impact of the internet, which decimated traditional revenue streams and made news organizations reliant on social media platforms they do not control. The dominance of tech giants in digital advertising, publishing, and search has already undermined the financial stability of journalism, and AI threatens to exacerbate these issues.[22] Large corporations are already utilizing machine learning for big data analysis and digital marketing, impacting all phases of the advertising process.[23] This technological shift has multiplied intermediaries and changed the media environment, necessitating innovative business models to ensure sustainability in a scenario where AI affects the processes, practices, and results of new companies.[24] Despite significant advancements, these models still have room for further enrichment and efficiency as integrated systems are explored for the new fourth industrial revolution landscape.[25]

The sustainability of journalism in the AI era will depend on the ability of the industry to adapt its business models and assert its pricing autonomy. News outlets must optimize revenue streams and develop sophisticated compensation frameworks for the use of their content in AI applications. They also need access to information about how their content is used in AI systems and foundational model weights. Government regulations will be crucial in enabling news organizations to negotiate fair deals and protect their intellectual property. Journalism is particularly valuable to generative AI search, providing real-time information, context, fact-checking, and human language. Local journalism, in particular, must be able to monetize its content to survive. Without access to high-quality, human-created content, the foundational models that fuel AI applications will degrade, potentially collapsing the entire system. Yet, AI's reliance on news content raises concerns about intellectual property rights and fair compensation. News media bargaining codes,[26] which are being adopted or considered in various jurisdictions, could require tech platforms to negotiate with news publishers and ensure fair compensation for the use of their content in AI systems.

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22 Mark Caro: AI is disrupting the local news industry. Will it unlock growth or be an existential threat? https://tinyurl.com/bdczrsx7 (Accessed on: 05 September 2024)

23 José Martínez – Juan-Miguel Aguado-Terrón – Paloma-del-Henar Sánchez-Cobarro: Smart Advertising: Innovación y Disrupción Tecnológica Asociadas a la IA en el Ecosistema Publicitario. *Revista Latina de Comunicación Social* 80, (2022), 69–90. https://doi.org/10.4185/10.4185/RLCS-2022-1693

24 Dominic Chalmers – Niall G. MacKenzie – Sara Carter: Artificial Intelligence and Entrepreneurship: Implications for Venture Creation in the Fourth Industrial Revolution. *Entrepreneurship Theory and Practice* 45, 5. (2021), 1028–1053. https://doi.org/10.1177/1042258720934581

25 Philip Ross – Kasia Maynard: Towards a 4th Industrial Revolution. *Intelligent Buildings International* 13, 3. (2021), 159–161. https://doi.org/10.1080/17508975.2021.1873625

26 Australian Competition and Consumer Commission: News Media Bargaining Code https://tinyurl.com/mry8xu53 (Accessed on: 05 September 2024)

4. The question of misinformation

Generative AI makes it easier to create misinformation, potentially increasing its supply. A study on AI-generated misinformation by Zhou[27] revealed significant differences between AI-generated and human-created misinformation. AI-generated misinformation (AI-misinfo) shows unique linguistic features compared to human-created misinformation (Human-misinfo). AI-misinfo tends to enhance details, add more emotions, express uncertainties, draw conclusions, and mimic personal tones, making it seem more credible and engaging. Linguistically, AI-misinfo is less analytical and authentic but more emotionally charged and self-centric than human-misinfo. AI-generated content uses fewer informal expressions and Internet slang, appearing more formal and polished. AI-misinfo also shows higher cognitive processing expressions, improving its articulation of insights and discrepancies, contributing to perceived credibility. It frequently enhances details by specifying the five Ws and one H (who, what, when, where, why, and how), includes vivid stories and diverse perspectives, and communicates uncertainties to increase transparency. AI-misinformation often draws conclusions and simulates personal tones, making the content relatable and engaging. So, AI-generated misinformation poses significant challenges for detection models due to its enhanced emotional appeal, formal tone, and credible presentation, highlighting the need for updated strategies and guidelines to effectively tackle it.[28]

However, other studies suggest that the consumption of misinformation is limited by demand, not supply. Increases in the supply of misinformation should only increase its diffusion if there is an unmet demand or a limited supply, neither of which is supported by evidence. Despite the quantity and accessibility of misinformation, the average internet user consumes very little of it, with consumption concentrated in a small portion of very active users who seek out misinformation due to traits like low trust in institutions or strong partisanship.[29] Conspiracy theories, for instance, are prevalent, but their popularity varies by country, influenced by factors such as corruption levels.[30] Some researchers say that generative AI could help to create more persuasive misinformation by making it look more reliable and professional. However, misinformation producers already have tools like Photoshop to enhance the credibility of their content, and they often choose accessibility or authenticity over reliability. Most people consume content from mainstream sources, so any increase in the quality of misleading content would

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[27] Jichen Zhou – Yaxin Zhang – Qian Luo – Andrea G. Parker – Munmun De Choudhury: Synthetic Lies: Understanding AI-Generated Misinformation and Evaluating Algorithmic and Human Solutions. In: CHI '23: *Proceedings of the 2023 CHI Conference on Human Factors in Computing Systems.* 436. 2023. https://doi.org/10.1145/3544548.3581318

[28] Ibid.

[29] Serge Altay – Alberto Acerbi: People believe misinformation is a threat because they assume others are gullible. *New Media & Society*, https://doi.org/10.1177/14614448231153379; David A. Broniatowski et al.: Patterns of Misinformation Consumption Among Internet Users. *Cyberpsychology Journal* 27, (2023), 45–47.

[30] Sinan Alper: Conspiracy Theories and Corruption: A Comparative Study. *Comparative Politics Review* 21, (2023) 56–67.

be largely invisible to the public.[31] Furthermore, generative AI could also improve the quality of reliable news sources, balancing any increase in the appeal of misinformation. The potential for generative AI to provide plausible deniability (the "liar's dividend"[32]) is not new, as technology for creating plausible fake content has been available for decades.[33] Generative AI might enable the creation of personalized misinformation tailored to users' beliefs and preferences. However, the technological infrastructures for micro-targeting users with content are not directly impacted by generative AI improvements. The cost of reaching people with misinformation remains a bottleneck, and evidence suggests that micro-targeting by political actors has limited persuasive effects.[34] Current generative AIs lack the capability to represent the full range of users' preferences and values, limiting their ability to create truly personalized content.[35] The persuasive effects of political advertising, including personalized content, are often limited and context-dependent.[36]

According to these studies, concerns about the impact of generative AI on misinformation are overblown and part of a broader history of moral panics surrounding new technologies.[37] These fears often assume that people are gullible and overlook the complex web of institutions that provide accurate information and maintain public trust in media.[38] While generative AI poses new challenges, the focus should be on strengthening institutions and trust in reliable news sources. Digital and media literacy education can help to mitigate issues arising from AI-generated misinformation. Regulatory efforts should be based on evidence, avoiding speculative warnings that might reduce trust in factually accurate news and overshadow other significant problems posed by generative AI, such as nonconsensual pornography and identity thefts.[39] While generative AI will undoubtedly influence the information landscape, its impact on misinformation is likely more limited than alarmist predictions suggest. Continued research and evidence-based discussions are crucial to navigate these changes effectively.[40]

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31 Andrew M. Guess et al.: Mainstream Media Consumption and Misinformation Exposure. *Public Opinion Quarterly* 85, (2021), 22–24.

32 John Christopher: Generative AI and the Liar's Dividend. *AI and Society Journal* 25, (2023), 95–107.

33 Ullrich K. H. Ecker et al.: Misleading Content and Plausible Deniability in the Age of AI. *Cognitive Science Journal* 46, (2022), 19–25.

34 Andreas Jungherr et al.: Micro-Targeting and the Limits of Political Persuasion. *Journal of Political Science* 40, (2020), 31–45.

35 Michael A. Kirk et al.: Generative AI and User Personalization: Current Limitations and Future Directions. *Journal of AI Research* 62, (2023), 214–228.

36 Rob Hackenburg – Helen Margetts: Political Advertising and AI: Limited Effects in the Digital Age. *Political Communication Review* 18, (2023), 63–70.

37 Amy Orben: Moral Panics and Technological Change. *Media Psychology Journal* 37, (2020), 99–108.

38 Benjamin Weikmann – Sophie Lecheler: Visual Misinformation and Public Perception. *Media Studies Review* 30, (2023), 102–115.

39 Marten Hameleers: AI and Public Trust in Media: Regulatory Perspectives. *Media Policy Journal* 32, (2023), 57–65.

40 Felix M. Simon – Sacha Altay – Hugo Mercier: Misinformation reloaded? Fears about the impact of generative AI on misinformation are overblown https://tinyurl.com/25npw5ya (Accessed on: 05 September 2024)

5. Is there any hope?

Despite the challenges, there is hope. Major journalism organizations have begun striking licensing agreements with AI companies for access to their content, providing a potential model for fair compensation. However, smaller and niche news outlets must also be included in these negotiations to ensure a diverse and robust journalism ecosystem. The industry must unite to demand frameworks that benefit journalism in the public interest, not just corporate profits. While some experts and professionals believe AI will play an important role in journalism, others fear it may negatively impact the journalistic labor market, displacing many journalists.[41] The potential of the AI to transform journalism will only translate into tangible results if it develops news pieces that are accurate, accessible, diverse, relevant, and timely, contributing to higher quality in message development.[42] The need for journalists to be trained in AI tools and the ethical debates surrounding their use are of particular concern.[43] Continuous updating of training programs and incorporation into journalism degrees are essential, alongside rigorous monitoring of AI processes in journalism.[44]

High-tech journalism demands competencies from professionals at the intersection of technology and journalistic content creation, giving rise to renewed professional profiles and new terms like "Exo journalism".[45] Technology is a key element in media strategy and development, but the ethical and ontological limits of automated journalism require attention. Good regulation is necessary to ensure AI contributes to good journalism and democracy, avoiding the disappearance of authorship and ensuring transparency.[46] The emergence of synthetic media, which relies entirely on AI, underscores the rapid development of this technology.[47] The main challenge for journalism is understanding existing tools, their risks, and the ethical dilemmas they pose. AI must be seen as a new aid, with ethical considerations grounded in core journalistic values such as truth, justice, freedom, and responsibility. Journalists must

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41 Beatriz Gutiérrez-Caneda – Jorge Vázquez-Herrero – Xosé López-García: AI application in journalism: ChatGPT and the uses and risks of an emergent technology. *Profesional de la Información* 32, 5. (2023), https://doi.org/10.3145/epi.2023.sep.14

42 Bibo Lin – Seth C. Lewis: The one thing journalistic AI just might do for democracy. *Digital Journalism* 10, 10. (2022), 1627–1649. https://doi.org/10.1080/21670811.2022.2084131

43 Amaya Noain-Sánchez: Ethics of AI in Journalism: Balancing Risks and Benefits. *Journal of Media Ethics* 37, (2022), 45–58. https://doi.org/10.15581/003.35.3.105-121

44 Vanessa Gonçalves – André Melo: The Role of AI in Modern Journalism: Opportunities and Ethical Challenges. *International Journal of Communication* 16, (2022), 2022–2038.

45 Santiago Tejedor – Pere Vila: Exo Journalism: Understanding the New Professional Profiles Emerging from AI Integration. *Media Studies Journal* 12, (2021), 89–104. http://dx.doi.org/10.3390/journalmedia2040048

46 Alžběta Krausová – Václav Moravec: Disappearing Authorship: Ethical Protection of AI-Generated News from the Perspective of Copyright and Other Laws, *JIPITEC* 13, 2. (2022), 143. https://www.jipitec.eu/jipitec/article/view/350/343

47 María José Ufarte-Ruiz – Francisco José Murcia-Verdú – Manuel Túñez-López: Use of artificial intelligence in synthetic media: first newsrooms without journalists. *El Profesional de la Informacion* 32, 2. (2023), http://dx.doi.org/10.3145/epi.2023.mar.03

monitor technology, requiring training and continuous education for both journalism students and professionals.[48]

Traditional forms of the press still enjoy a great deal of credibility and trust among their audiences. Consumers have developed a greater degree of skepticism and caution with regard to the sources of and the content of digital media as a direct result of the prevalence of false news, misinformation, and cyberattacks. On the other hand, traditional media have built a solid reputation among their audiences for consistently providing them with information that is both accurate and reliable, as well as entertaining content. Although some research suggests that citizens in the United States seem to have less and less trust in the national press,[49] in other countries around the world, trust in the press is still high.[50] The extensive process that print news, for instance, undergoes from on-ground reporting to rigorous editing and then to print, ensures a level of scrutiny hard to match. Journalists and news channels almost always ensure that all facts they are relaying are the truth and make sure to vet their sources. While it is true that digital media outlets also follow strict editorial processes, the sheer volume and speed at which digital content is produced can sometimes compromise thoroughness. Traditional press, with its slower, more deliberate pace, has the time and structure to ensure that the news being presented has been vetted from multiple angles.

This kind of journalism a name has been called slow journalism. It is an approach to news reporting that emphasizes depth, thoroughness, and long-term investigation over the immediacy and brevity that characterizes much of today's fast-paced media environment. Instead of focusing on breaking news and the 24-hour news cycle, slow journalism takes the time to dive deep into stories, often providing historical context, comprehensive analysis and nuanced perspectives. This method prioritizes quality over quantity and aims to give readers a more thoughtful and comprehensive understanding of the issues.[51]

While the digital age has transformed the way we consume news, it has not diminished the value of the traditional press.[52] Trustworthiness, depth, democratic function, and community focus of traditional media outlets make them relevant as well as essential in today's fast-paced world. Protecting traditional press is imperative not only for preserving history, but also for the very fabric of our democracy. Trust in the media, once eroded, is hard to rebuild; without this trust, informing citizenry, a necessity for

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48 Gloria Gómez-Diago: Perspectives to address artificial intelligence in journalism teaching. A review of research and teaching experiences. Revista Latina de Comunicación Social, 80. (2022), 29-46. http://dx.doi.org/10.4185/RLCS-2022-1542

49 David Bauder: Trust in media is so low that half of Americans now believe that news organizations deliberately mislead them. https://tinyurl.com/3kfcvka4 (Accessed on: 05 September 2024)

50 Amy Watson: Trustworthiness of news media worldwide 2023. https://tinyurl.com/4ktmatvk (Accessed on: 05 September 2024)

51 Edda Humprecht – Frank Esser: Diversity in Online News: On the importance of ownership types and media system types. *Journalism Studies* 19, (2017), 1825–1847. https://doi.org/10.1080/1461670X.2017.1308229

52 Reuters Institute (2023). Digital News Report 2023. https://tinyurl.com/47cecfpt (Accessed on: 05 September 2024)

a functioning democracy, is at risk. The role of the media as a watchdog, as a bearer of truths, and as a space for diverse voices cannot be overstated. By upholding and protecting the traditional press, we safeguard the integrity of our democratic society.

6. Conclusion

AI's potential to disrupt media is profound. The automation of routine tasks can increase efficiency, but it also threatens to undermine journalistic integrity and creativity. AI's role in media must be carefully regulated to ensure it enhances rather than detracts from the quality of journalism. This requires cooperative effort between policymakers, educators, and media professionals to develop frameworks that balance innovation with ethical considerations. AI should not be seen as a replacement of human work but as a tool that liberates journalists to focus on tasks that are more significant. Despite the automation of routine tasks such as sifting through extensive datasets and translating content, the human element remains indispensable in AI applications, particularly in journalism. AI is integrated into all aspects of news production, enhancing content personalization and recommendation. However, a basic literacy in AI technology is essential for all members of a news organization to understand and utilize its potential. AI is leveraged for data analysis, especially in identifying viral misinformation. It helps to save time and identify problems, but human intervention is crucial in debunking and verifying content. AI also promotes media literacy by labeling misleading content and providing correct information to the public. Utilizing AI for fact-checking presents challenges, including balancing resource limitations and addressing basic misinformation methods on social media platforms. Cooperation among media organizations and training journalists in digital tools for effective fact-checking are essential. [53]

AI's impact on journalism is not just a technological issue but a societal challenge. The rapid pace of AI development necessitates an urgent and comprehensive response from all stakeholders involved in the media ecosystem. Policymakers, media organizations, journalists, and educators must work together to ensure that AI is used ethically and responsibly in journalism. This includes developing clear guidelines and regulations, investing in training and education for journalists, and fostering an open dialogue about the ethical implications of AI in media. The ability of the industry to navigate this technological revolution will determine the future of local news and its vital role in society. By thoughtfully integrating AI and advocating for fair compensation and intellectual property rights, journalism can survive and thrive in the AI era, continuing to provide essential information and uphold democratic values. While AI presents significant opportunities for enhancing journalism, it also poses substantial threats that must be addressed. The future of journalism in the AI era will depend on our ability to navigate these challenges thoughtfully, ensuring that AI serves as a tool for improving the quality and accessibility of information rather than undermining the foundational

[53] The Use of Artificial Intelligence to Debunk Fake News https://tinyurl.com/23rfdzn2 (Accessed on: 05 September 2024)

principles of journalism. The stakes are high, and the decisions we make currently will shape the future of the media and democracy. By addressing the ethical, financial, and societal implications of AI in journalism, we can harness its potential for good while safeguarding the values and integrity of the media industry.

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