

# JournalismAi



How AI is changing journalism

KPF Conference, Seoul 2023

JournalismAi

POLIS  
Journalism at LSE

Google  
News Initiative

# AI, social media drive democracies to a tipping point



Ryan Heath, author of [Axios AI+](#)



## Elections around the world in 2024



Data: National election authorities; Note: The EU election will run June 6-9.; Chart: Axios Visuals



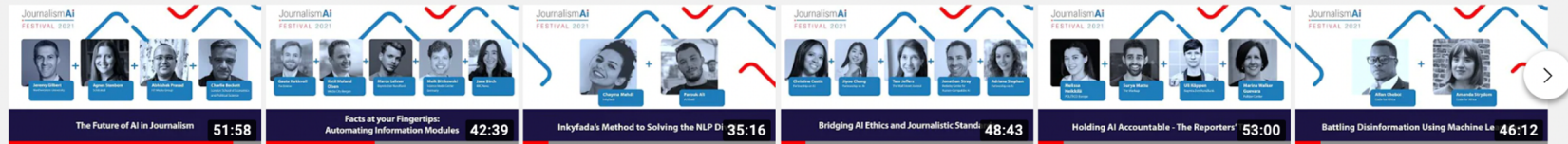
# Prof Charlie Beckett







JournalismAI, Polis, LSE



## JournalismAI Festival 2021 ▶ PLAY ALL

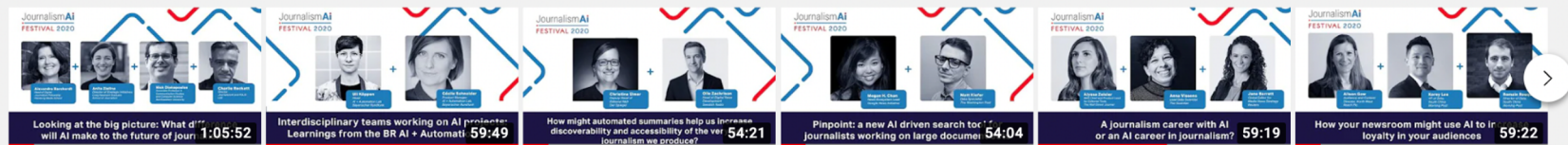
The second edition of the JournalismAI Festival, hosted in November 2021. Five days of conversations and case studies exploring the intersection of journalism and artificial intelligence.



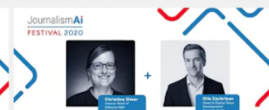





 The Future of AI in Journalism 51:58	 Facts at your Fingertips: Automating Information Modules 42:39	 Inkyfada's Method to Solving the NLP Divide 35:16	 Bridging AI Ethics and Journalistic Standards 48:43	 Holding AI Accountable - The Reporters' Take 53:00	 Battling Disinformation Using Machine Learning 46:12
<b>The Future of AI in Journalism</b> PolisLSE 564 views · Streamed 2 months ago	<b>Facts at your Fingertips: Automating Information...</b> PolisLSE 283 views · Streamed 2 months ago	<b>Inkyfada's Method to Solving the NLP Divide</b> PolisLSE 97 views · Streamed 2 months ago	<b>Bridging AI Ethics and Journalistic Standards</b> PolisLSE 221 views · Streamed 2 months ago	<b>Holding AI Accountable - The Reporters' Take</b> PolisLSE 160 views · Streamed 2 months ago	<b>Battling Disinformation Using Machine Learning</b> PolisLSE 178 views · Streamed 2 months ago

## JournalismAI Festival 2020 ▶ PLAY ALL

The first edition of the JournalismAI Festival, hosted in December 2020. A celebration of the most exciting developments at the intersection of journalism and artificial intelligence.



 Looking at the big picture: What difference will AI make to the future of journalism? 1:05:52	 Interdisciplinary teams working on AI projects: Learnings from the BR AI + Automation project 59:49	 How might automated summaries help us increase the discoverability and accessibility of the journalism we produce? 54:21	 Pinpoint: a new AI-driven search tool for journalists working on large documents 54:04	 A journalism career with AI or an AI career in journalism? 59:19	 How your newsroom might use AI to increase loyalty in your audiences 59:22
<b>Looking at the big picture: What difference will AI mak...</b> PolisLSE 798 views · Streamed 1 year ago	<b>Interdisciplinary teams working on AI projects:...</b> PolisLSE 426 views · Streamed 1 year ago	<b>How automated summaries can help the discoverability...</b> PolisLSE 658 views · Streamed 1 year ago	<b>Pinpoint: a new AI-driven search tool for journalists...</b> PolisLSE 529 views · Streamed 1 year ago	<b>A journalism career with AI or an AI career in journalism?</b> PolisLSE 505 views · Streamed 1 year ago	<b>How your newsroom might use AI to increase loyalty in...</b> PolisLSE 318 views · Streamed 1 year ago



# AI can help you, if...

## **In news gathering:**

Your newsroom regularly sorts through data to find specific events, transcribes audio/video, or engages in fact-checking.

## **In news production:**

Your newsroom regularly creates stories from structured data, localises articles, or wants to convert text to audio.

## **In news distribution:**

Your company wants to make better article recommendations, more relevant ads, or personalised landing pages.

# Breaking news discovery



## Reuters News Tracer

Filtering through the noise of social media



# Leverage the archives

## SWEDISH RADIO LEVERAGES PEACH RECOMMENDATIONS FOR CONTENT PRODUCTION

The screenshot displays the 'Redigera artikel' (Edit article) interface. The top navigation bar includes 'Publicerad' (Published) and 'Sparad mån 9/3 16:39 av Henrik Anviksson'. The main content area is divided into sections for 'Ljud' (Audio) and 'Bild' (Image). Under 'Ljud', there are three audio items: 'KN P1 ...', 'Max von...', and 'P1 Kult...'. Under 'Bild', there are two image items: 'Max von Sydow' and 'Max von Sydow. Fo...'. To the right, there are settings for 'Nyhetsvärden' (News values), 'SR-värden' (SR values), 'Livslängd' (Lifetime), 'Presentation på löpet' (Presentation on the run), 'Märkning av artikel' (Article marking), and 'Typ av inlägg' (Post type). A 'Publiceringar' (Publications) sidebar on the right shows a list of related articles, including 'Max von Sydow är död' and 'Skådespelaren Max von Sydow bl...'. The interface is clean and professional, with a focus on content management and recommendations.

### RELATED LINKS

The EBU working group on Personalization

### CONTACT US



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# Propensity models



## Not all news site visitors are created equal. Schibsted is trying to predict the ones who will pay up

Across the sites where it's currently in use, the company's purchase prediction model has been able to identify groups of readers three to five times more likely than average to buy a subscription, and advertise offers to them differently.

By **LIAM CORCORAN** Feb. 12, 2018, 9:37 a.m.

What's the best way to follow how the news is changing?

Our daily email, with all the freshest future-of-journalism news.

Subscribe



# Generative AI: new generation AI?



Write me a short introduction to generative AI and journalism



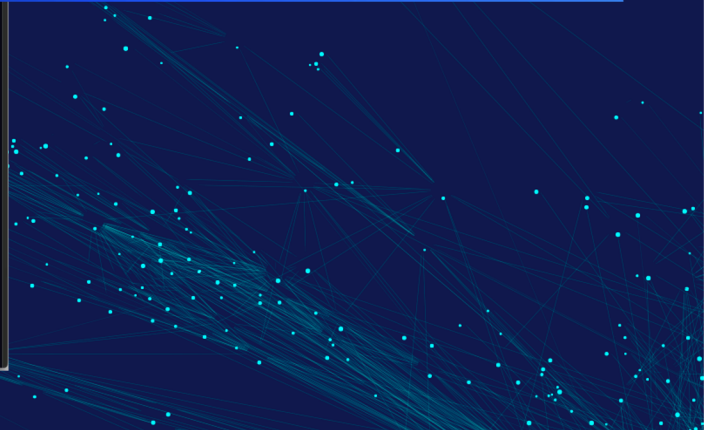
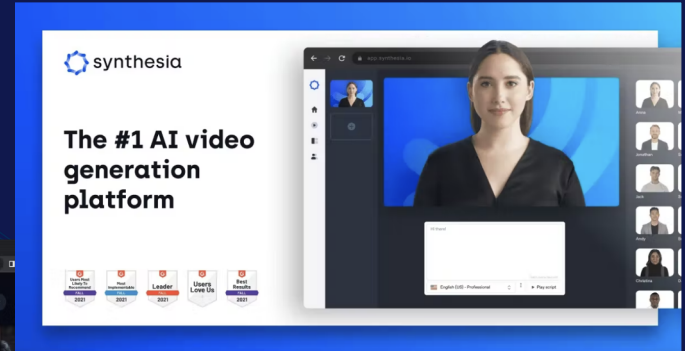
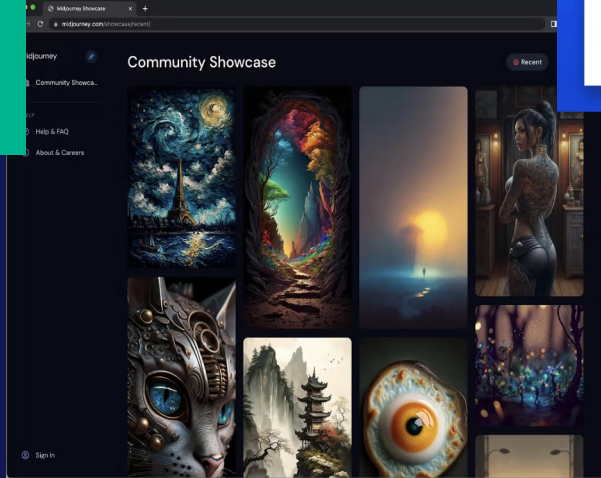
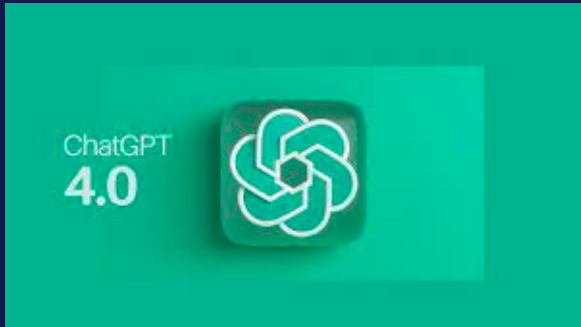
Generative AI is a subset of artificial intelligence that involves creating models capable of generating new content or data based on patterns learned from existing data. In recent years, generative AI has become increasingly popular in journalism as a tool for automating certain aspects of the news-gathering process, such as generating summaries, headlines, or even entire articles.



Generative AI can help journalists to quickly produce news content, especially in breaking news situations when speed is critical. Additionally, generative AI can be used to create more personalized content for individual readers, based on their interests and preferences. However, the use of generative AI in journalism also raises questions about the role of human journalists, the ethics of automated content production, and the potential for bias and inaccuracies in machine-generated content.



# Multiple products



# A global survey of journalism and artificial intelligence

The 2023 JournalismAI report is based on **a survey of 105 organisations in 46 different countries** regarding artificial intelligence and associated technologies.

The 2019 report was based on a survey of **71 news organisations in 32 different countries**

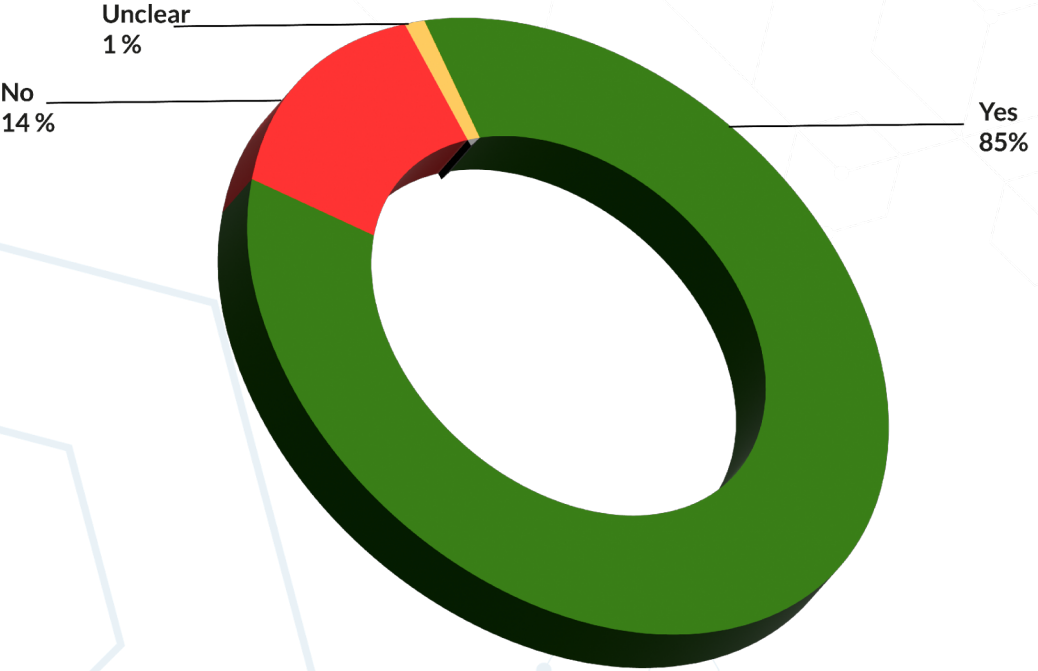


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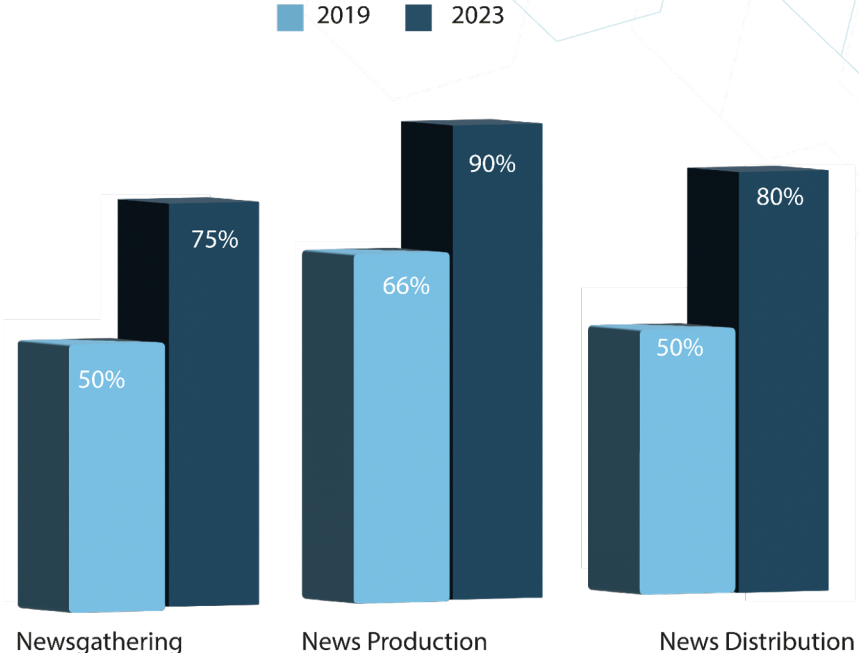
News Initiative

# Most newsrooms have experimented with generative AI



Q31: Have you experimented with generative AI technologies, like ChatGPT or DALL-E, in your newsroom?

# How Are Newsrooms Using AI?



**“We use them on a daily basis for... summarising articles, evaluating content quality, optimising SEO, and generating copy.”**

~ Spanish TV channel ~

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**“We are using it but not to generate content. We have experimented with ChatGPT for analysing large swaths of data.”**

~ US-based Publishing Company ~

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**“We’re working on a range of GPT-3/4 techniques for data extraction and code development.”**

~ US-based non-profit news site ~

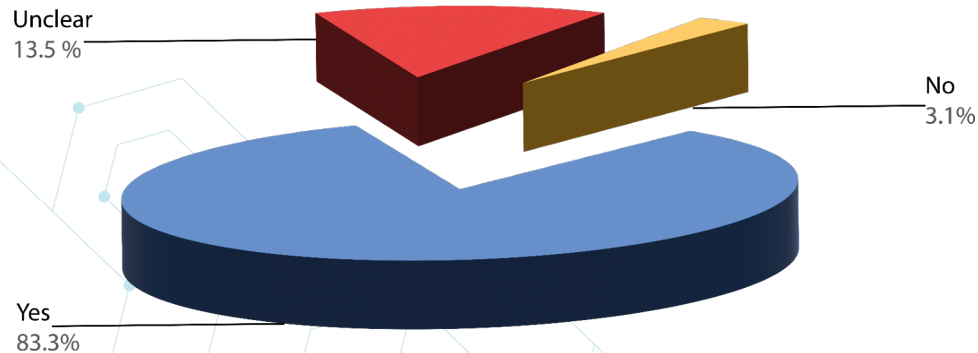




# Do you foresee more use of AI in your newsrooms

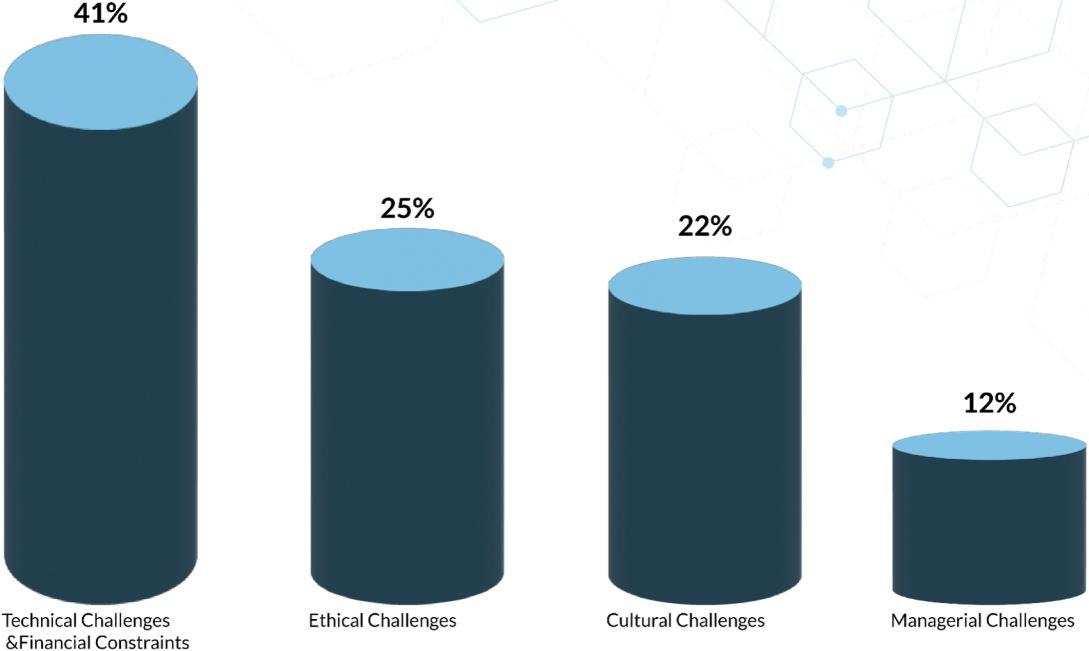
Four main areas for future AI integration were mentioned:

1. Fact-checking and disinformation analysis
2. Content personalization and automation:
3. Text summarization and generation:
4. Using chatbots to conduct preliminary interviews and gauge public sentiment on issues



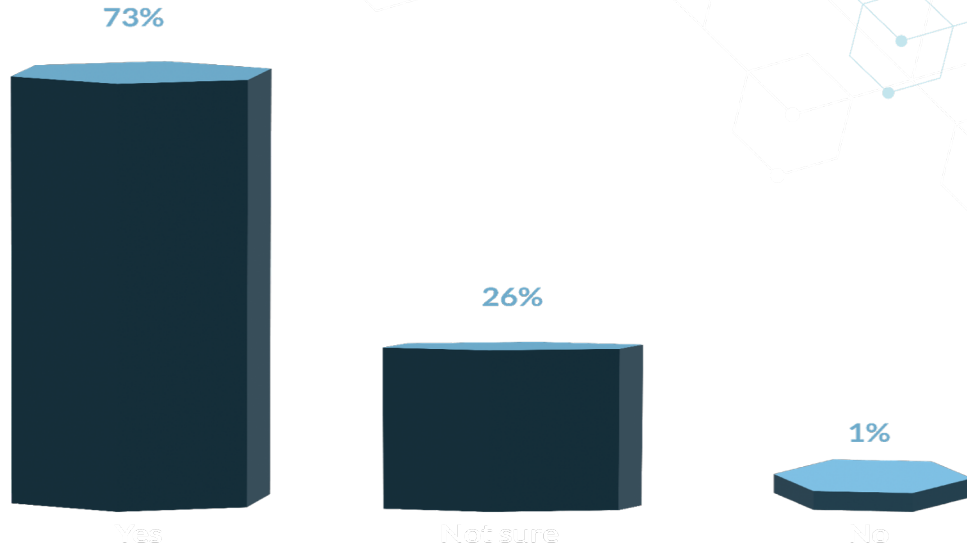
**Q8:** Do you foresee the application of more AI-powered technologies in your newsroom in the near future? If so, can you please detail which one(s) and your estimated timeline?

# The Most Pressing Challenges for AI Integration in the Newsroom

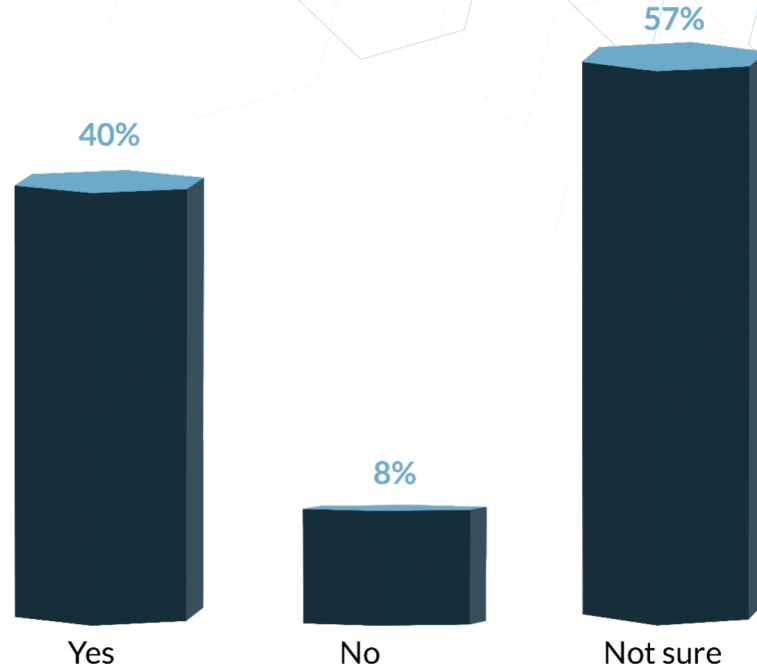


Around forty percent of responses rated technical challenges and financial constraints as the most critical, followed by ethical and cultural almost equally, and lastly managerial at 12 percent

# Do Generative AI Technologies Present New Opportunities?



# Do Generative AI Technologies Present New Challenges?



“ I am very concerned about the generation of content without verification. The generative models that we currently have do not have a stage to verify their content and that is worrying.”

We have already had some examples, even when we have done some tests, we have seen that there is a generation of random content, it is not even oriented towards something, but it directly obtains a solution that does not exist. ”

~ Argentinian daily newspaper ~





# Newsroom Concerns for AI's Ethical Implications Include:

- ❑ **Black boxed** nature of AI systems and impact of **algorithmic bias**, especially on marginalised groups.
- ❑ Challenge of upholding journalistic values like **transparency, accountability, accuracy**.
- ❑ Further **commercialising** journalism and pushing **misinformation**.
- ❑ Leading to a **decline in public trust** in journalism.
- ❑ The **rapid pace of AI development** journalists can't match creates an **industry dependence**.
- ❑ Exacerbating **sustainability challenges**, especially for less resourced newsrooms/ regions.

# Newsroom Approaches to Ethical Concerns

- ❑ **Be Transparent:** A call on the designers of the AI systems (tech companies) and the adopters (newsrooms)
- ❑ Build **ethical guidelines** and **de-biasing techniques**
- ❑ Adopt a ‘**human in the loop**’ approach
- ❑ Keep editorial tasks ‘**AI-free**’
- ❑ **Collaborate** with industry experts, newsrooms with similar challenges

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**Q27:** How should journalism approach ethical concerns around AI? Are you employing de-biasing techniques to check for algorithmic fairness in your current AI-related activities? Who is involved in setting up these techniques?

# Six Steps Towards an AI Strategy for News Organisations

1 Get informed.

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- 5 Draw up guidelines.
- 6 Collaborate and network.

# Key Risks for news media

1. General risks of AI that apply to all sectors: discrimination, disinformation, copyright, regulation
2. General risks for news media: tech dependency, disintermediation, competition
3. Specific journalism risks: inaccuracy, threat to quality, threat to business model, **danger of being left behind**

# Key opportunities

- 1 Huge efficiency gains (eg coding)
- 2 New tools to empower journalists (eg translation, reformatting)
- 3 New products and services for audiences (eg chatbots, personalisation)
- 4 New ways to counter propaganda, bias and disinformation
- 5 Resources freed up to allow more 'human' journalism such as investigations, specialist, human interest and real world reporting

# Thank You

**Charlie Beckett and Mira Yaseen**

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