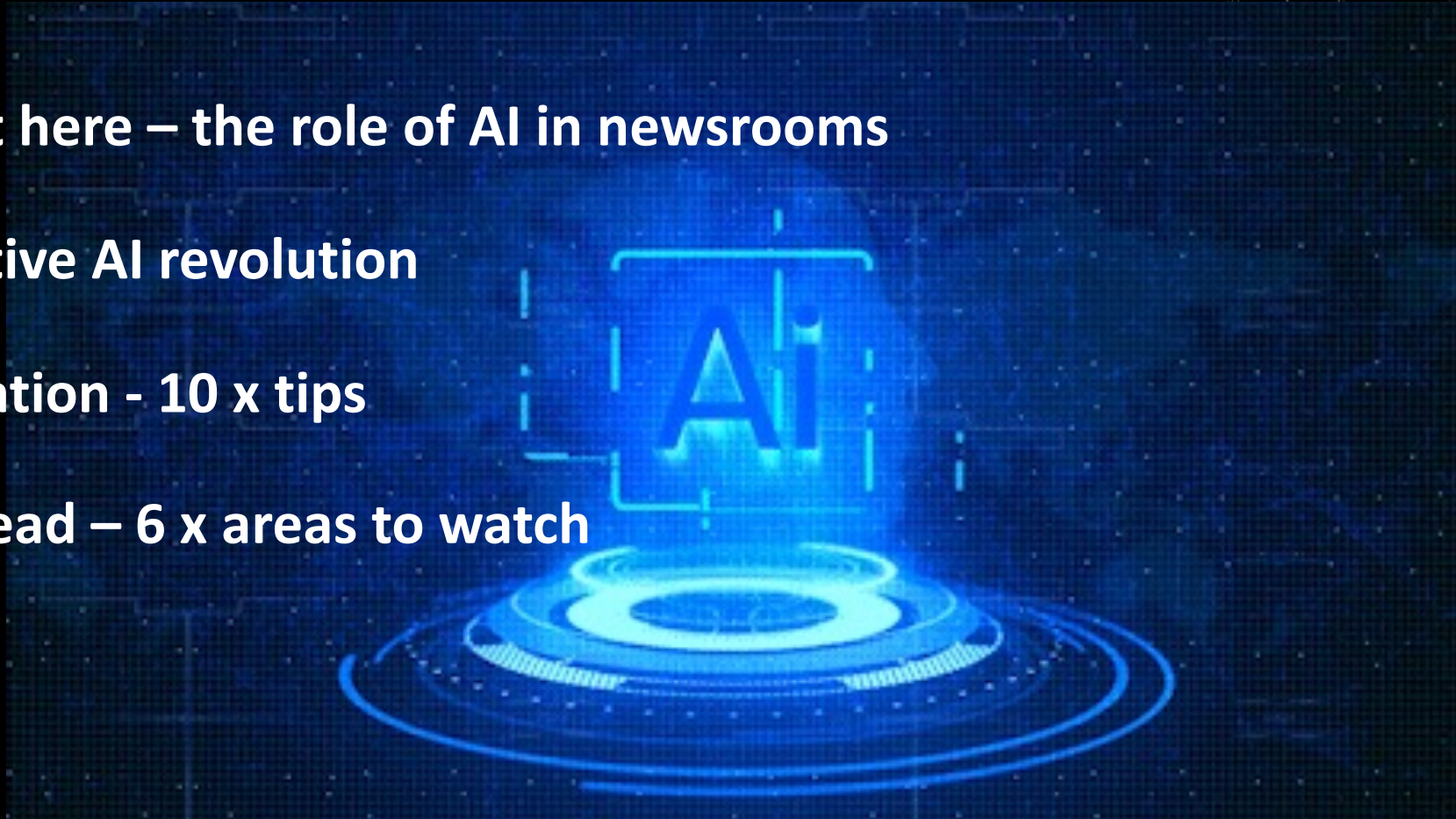# HOW IS AI CHANGING JOURNALISM?

DAMIAN RADCLIFFE (@DAMIANRADCLIFFE)

CHAMBERS PROFESSOR OF JOURNALISM, UNIVERSITY OF OREGON

Plan for today

1. Intros

2. How we got here – the role of AI in newsrooms

3. The generative AI revolution

4. Implementation - 10 x tips

5. Looking Ahead – 6 x areas to watch

6. Q&A

I know it's the end of a long day...
But hopefully, that sounds good!

Intros:

- You and your paper(s)
- Do you use AI? If so, how?

The role of AI in newsrooms

This technology pre-dates the current generative AI buzz

But first, some definitions

AI is a "collection of ideas, technologies, and techniques that relate to a computer system's capacity to perform tasks normally requiring human intelligence."

Generative AI is a subfield within machine learning "that involves the generation of new data, such as text, images, or code, based on a given set of input data."

LSE '23 Report

Been in use for longer than you might think…

The Upsides (and Downsides) of Automated Robot Journalism

by Damian Radcliffe   July 7, 2016

Photo by Arthur Caranta and used here with Creative Commons license.

Who We Are

MediaShift is the premier destination for insight and analysis at the intersection of media and technology. The MediaShift network includes MediaShift, EducationShift, MetricShift and Idea Lab, as well as workshops and weekend hackathons, email newsletters, a weekly podcast and a series of DigitalEd online trainings.

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@MediaShiftorg
@Mediatwit
@MediaShiftPod
Facebook.com/MediaShift

A version of this piece first appeared on the BBC Academy.

Did a robot write this article? No, but it could have. This isn't the plot of a dystopian Philip K. Dick novel, but an emerging journalistic reality.

You may already have read material produced by a machine without even realising it. To adapt William Gibson, "the robo-journalism future is already here – it's just not very evenly distributed."

AI use cases ranked by relevance

(according to global survey of news media by WAN-IFRA and Shickler)

Reader Revenue

1. Prediction of conversion likelihood
2. Prediction of churn-likelihood
3. Market-Based-pricing
4. Individualised Paywall
5. Chatbots in Customer Service

Content Creation

1. Automatic content planning
2. Automatic content adaptation
3. Automatic content creation

Content Distribution

1. Automatic link placement in articles
2. Personalising web pages
3. Personalised newsletters
4. Automatic content moderation
5. Automatic content extension
6. Automatic creation of topic pages
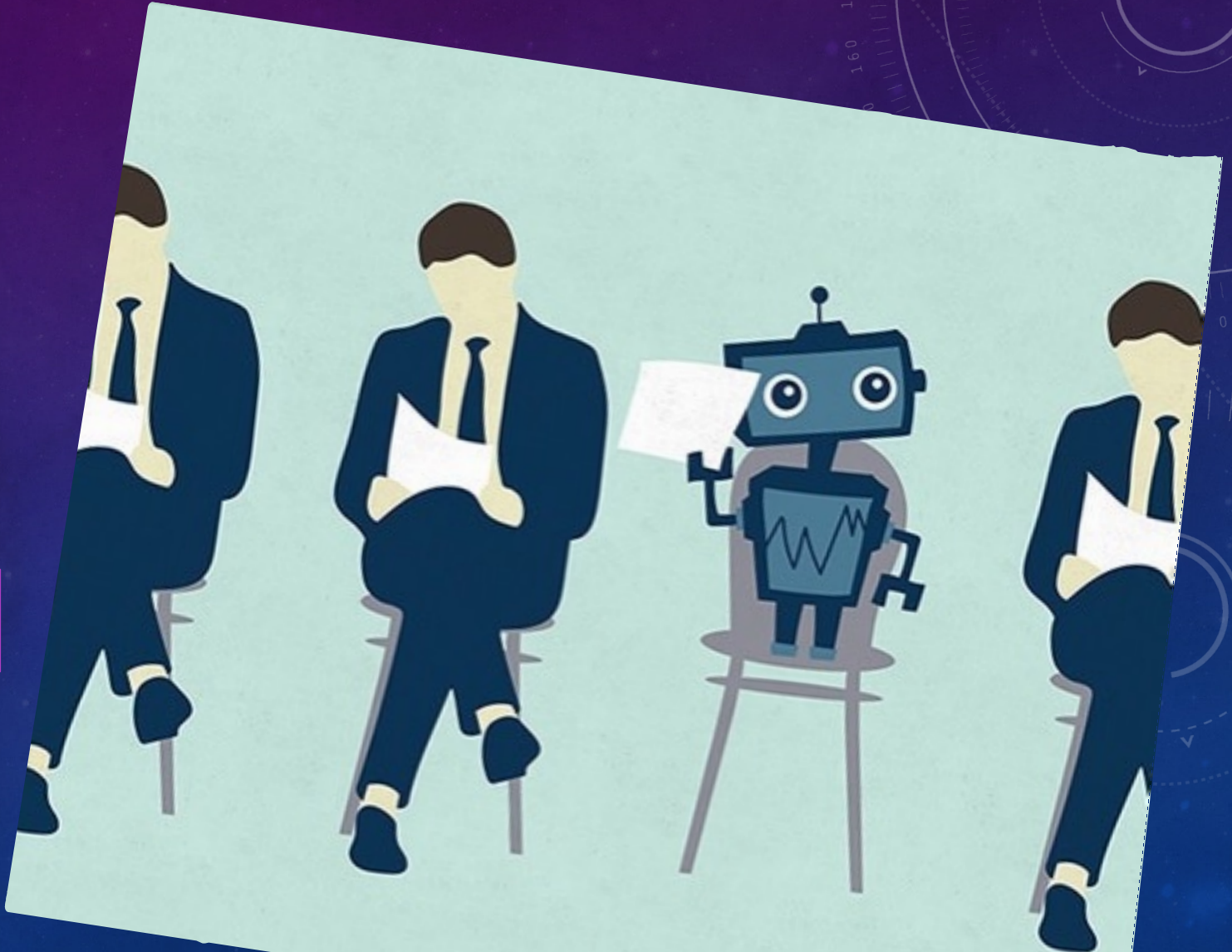7. Automatic resurfacing of archive content
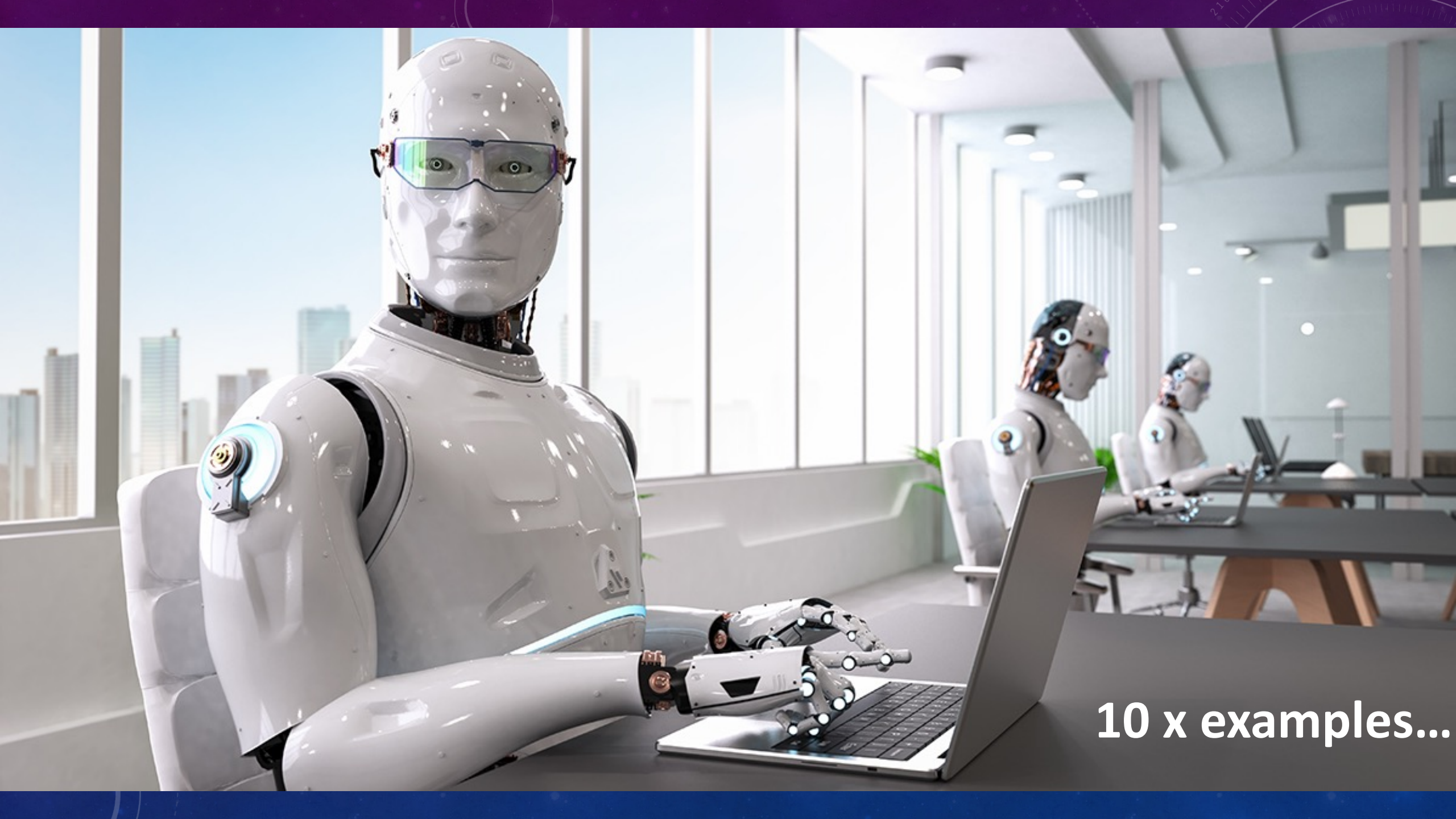
10 x examples...
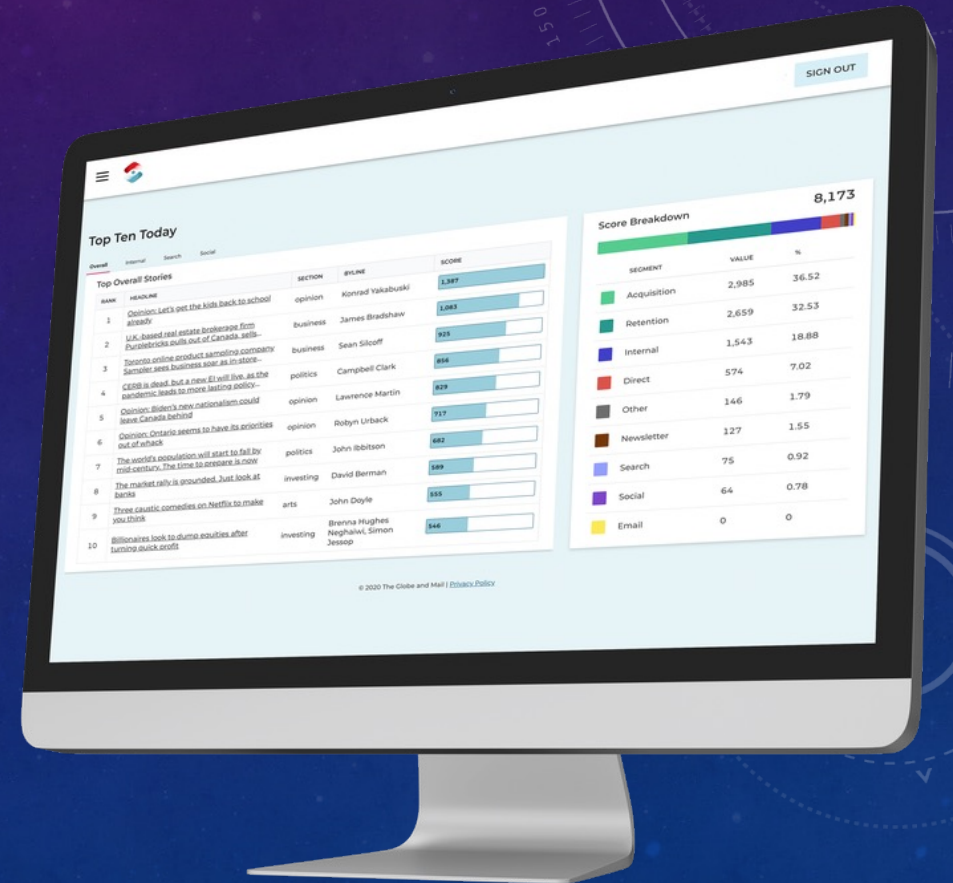
1. **Routine/formulaic reporting**

- Earnings reports
- Sports
- Traffic updates
- House sales
- New company registrations
- Weather
- *... and more!*

AP uses automation to produce nearly 4,500 stories covering U.S. corporate earnings each quarter.
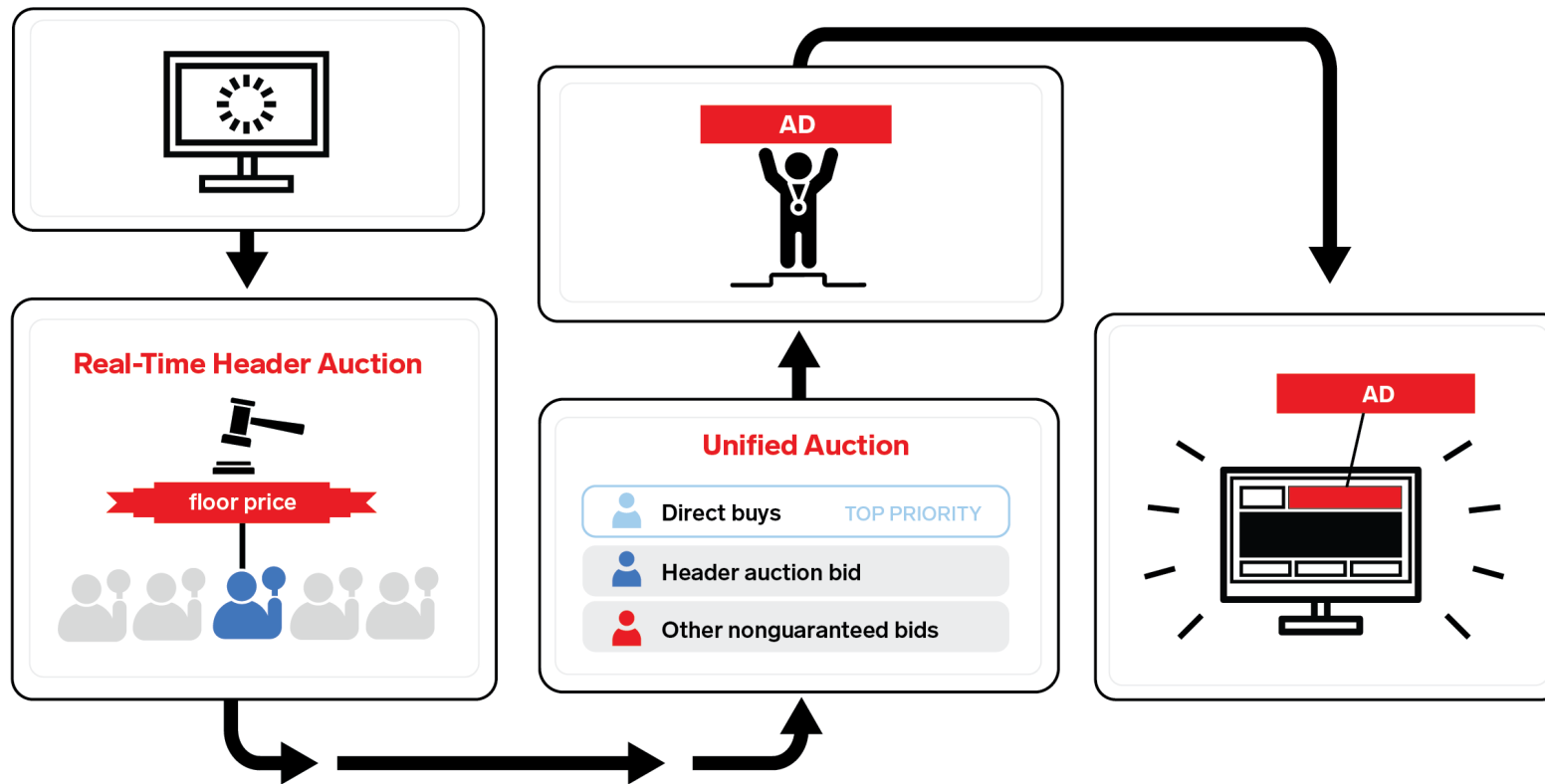
2. A/B testing, homepage placement

- Sophi.io, which uses social, retention and engagement data to measure the performance of the articles.

- Information is used to assist in programming the homepage and key landing pages.

- According to Sonali Verma, Deputy Head of Audience at the Globe, it places 99% of the content – only the top three slots are manually programmed by homepage editors.

How Programmatic Advertising Works

Real-Time Header Auction

floor price

AD

Unified Auction

👤 Direct buys	TOP PRIORITY
👤 Header auction bid	
👤 Other nonguaranteed bids	

AD

Source: Insider Intelligence, 2022
g276589

INSIDER INTELLIGENCE | eMarketer

3. **Programmatic advertising** (90%+ of all digital display ads)

4. Dynamic paywalls

TOP 10 AUTOMATION WISH LIST

● Newspaper ● Radio ● TV ● Digital only

Transcription	17	11	1	7
Social media content creation	11	9	1	6
Auto writer (structured data)	14	7	2	3
Story recommendations	14	5	3	3
CRM, subscriber & donor services	10	5	1	4
Audience analytics	11	4	1	3
Website personalization	10	3	1	2
Page layouts	11	2	1	
Comment moderation	5	3	1	1
Newsletters	4	2	3	
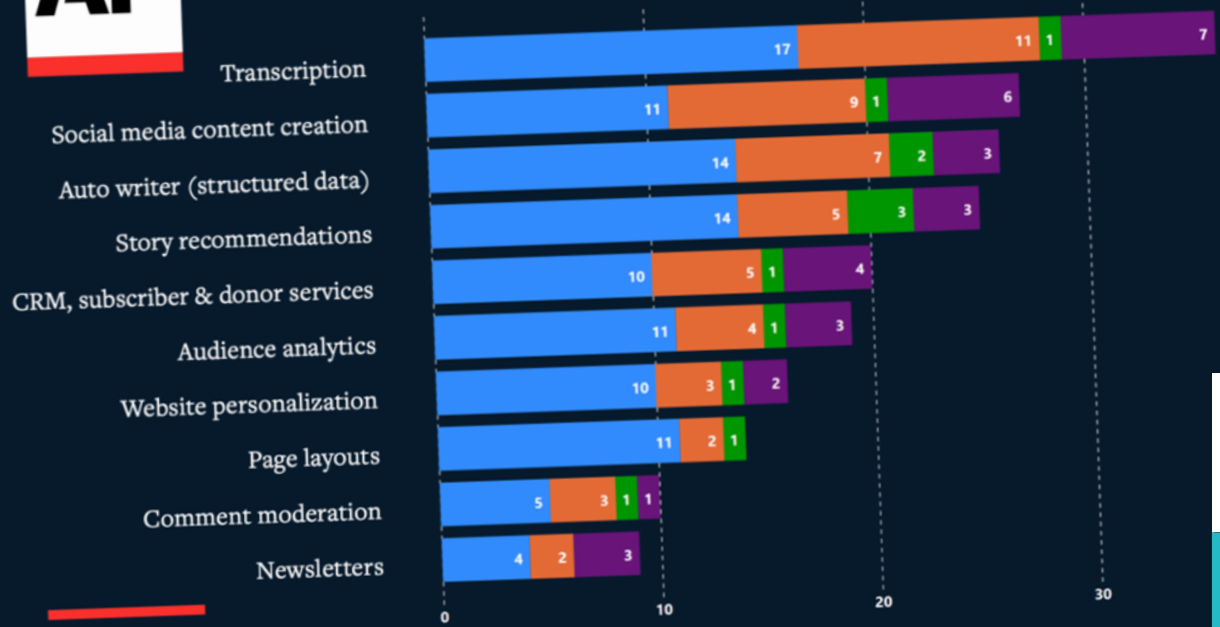
November 2021

5. Transcription
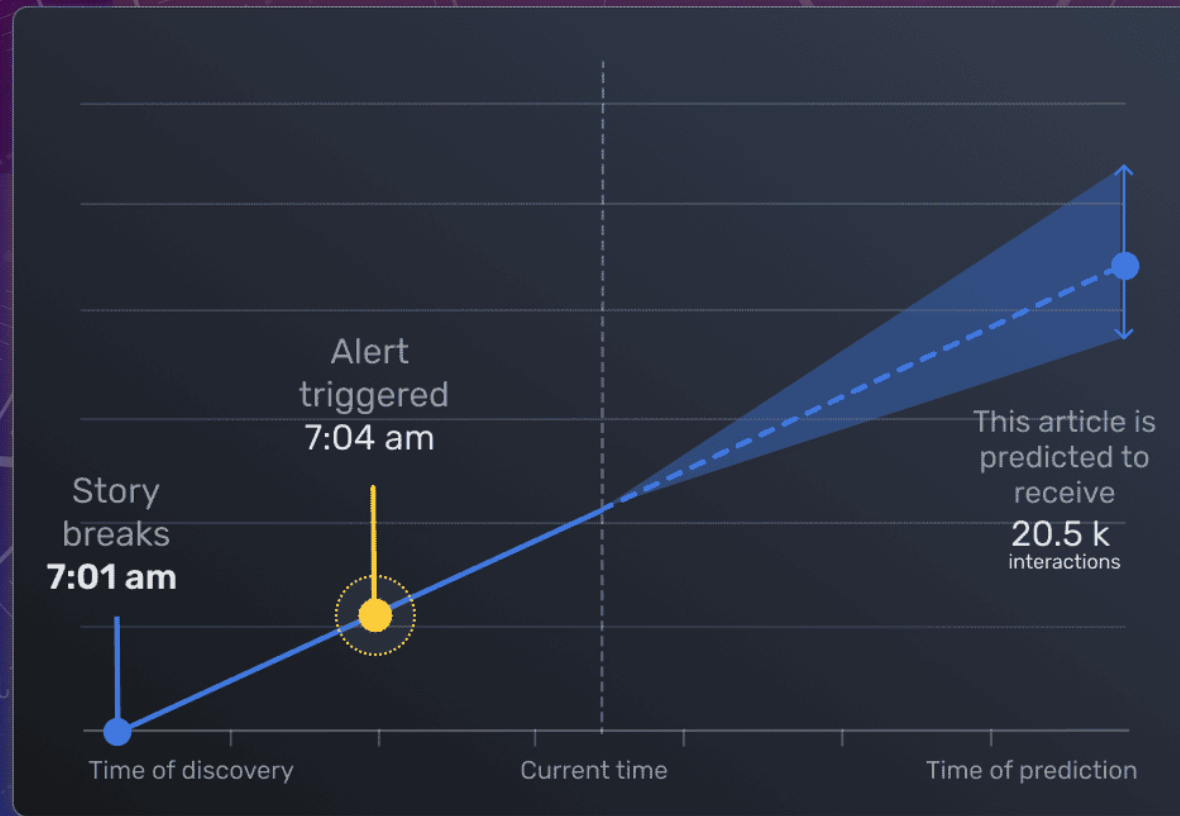
6. Predictive analytics

7. Content generation

Don't miss a local headline

* indicates required

Email Address *

First Name

Last Name

Zip Code

Subscription opt-outs

☐ Breaking news alerts
☐ Local business offers, events and announcements

Newsletter options

○ Add AI-written morning email
○ AI-written morning email only (no Afternoon Update)
○ None of the above (only Afternoon Update)
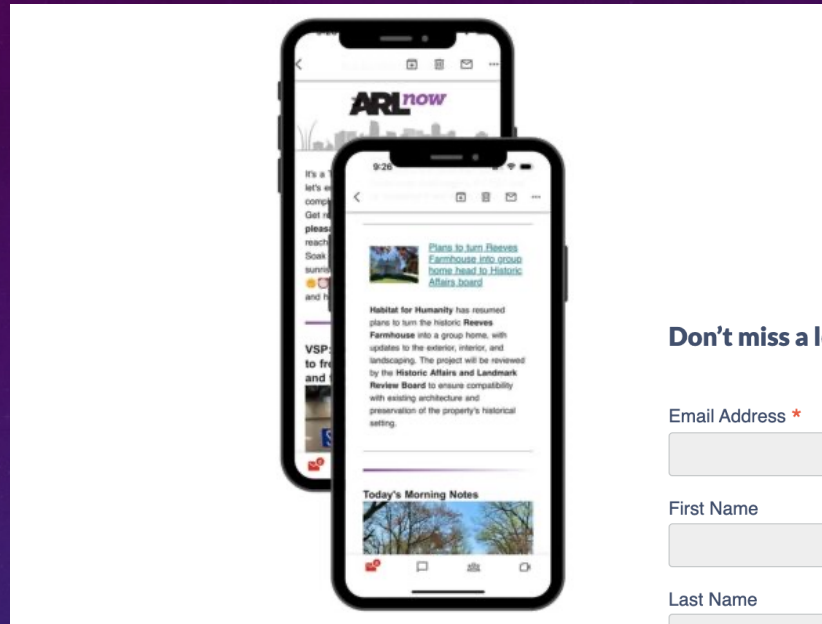
Subscribe

ARLnow, already has an automated daily afternoon newsletter that includes story headlines, excerpts, photos, and links sent to about 16,000 subscribers.

Recently launched an automated morning newsletter.

8. Alerts

- Quake Bot at LA Times

- Stock market shifts at WSJ *(pings reporter in Slack)*

9. Content analysis

"Gender bot"

- Dagens Nyheter or DN, Sweden's largest daily newspaper, which aspires to full national and international coverage and positions itself as "independent liberal," has developed a so-called "gender robot" in order to promote equality.

- "Genusroboten" or "gender robot" is an app that informs the staff on how gender equal their texts have been by sending notifications with analysis on a monthly basis. The analysis is based on the number of referrals to men and women. (2018)

- "It's not just an altruistic response to the equality gap: research shows a positive correlation between stories that include quotes from women and higher rates of engagement with female readers – an untapped market."

Elisabeth Gamperl, Managing Editor, Digital Storytelling Unit, Süddeutsche Zeitung, Munich
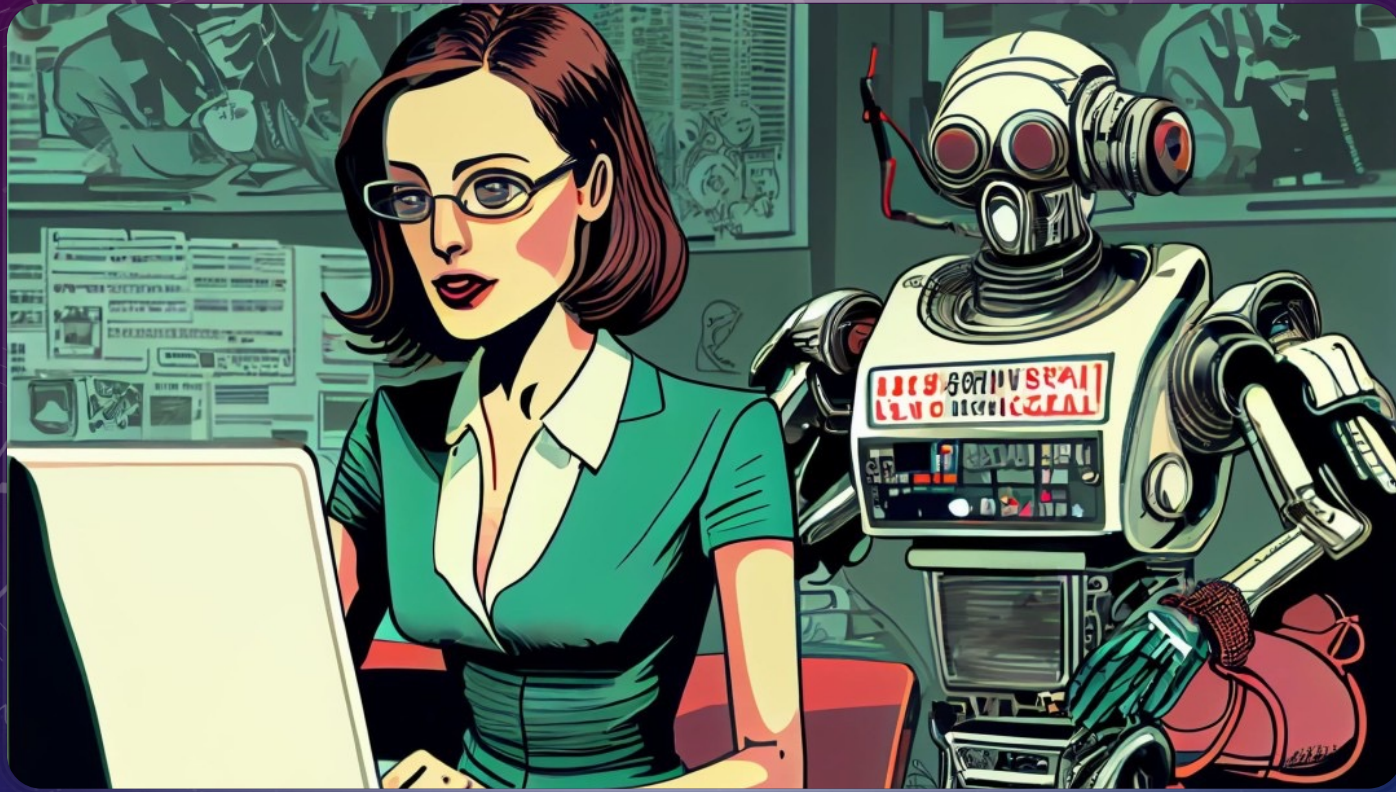
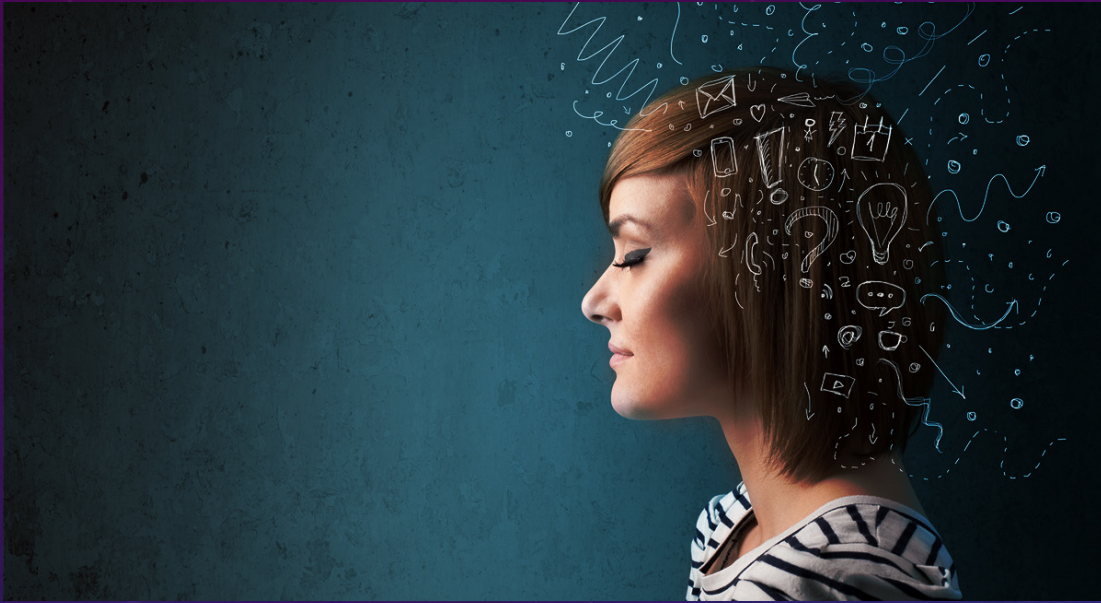# 10. Personalization and Recommendations
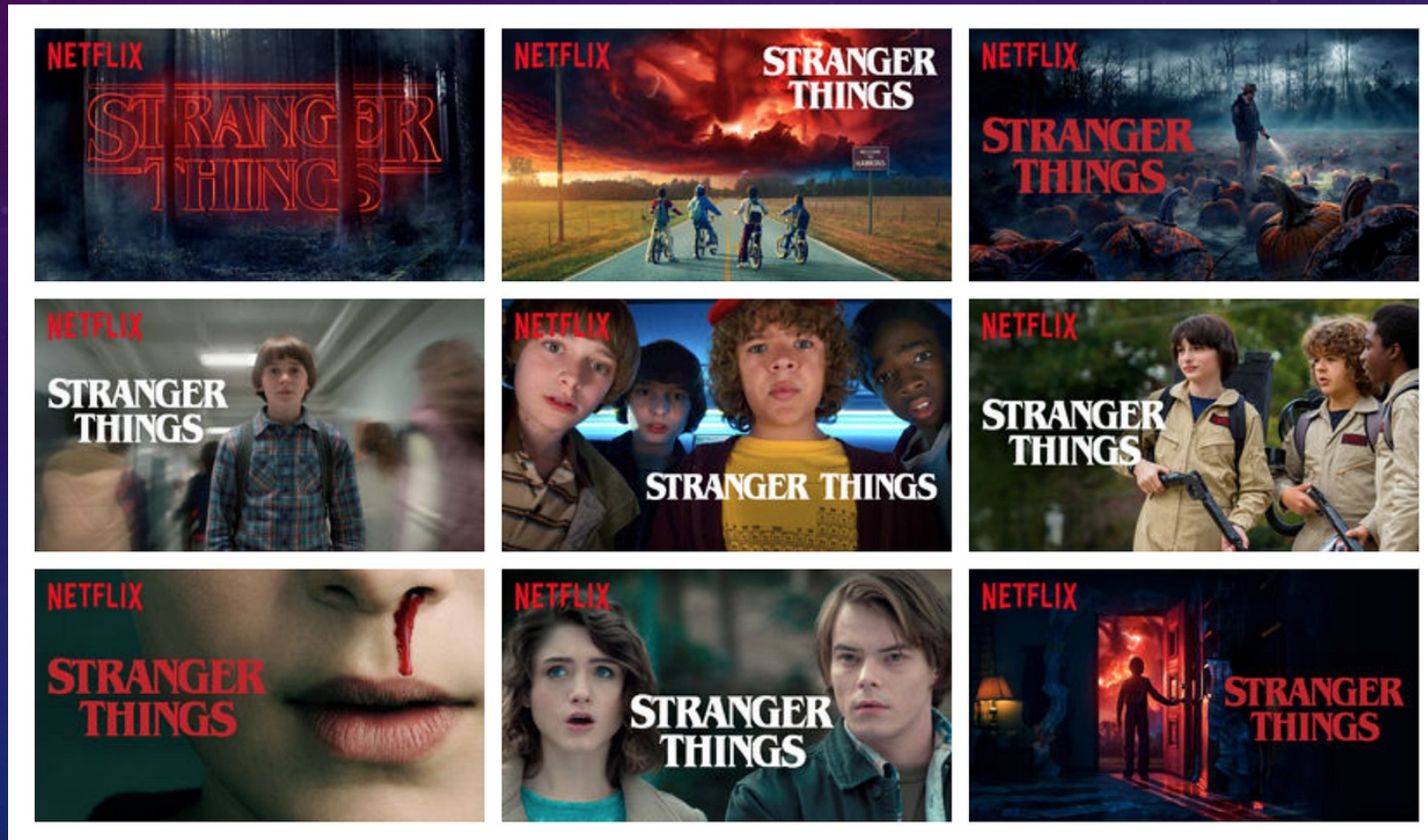
And more!

e.g. Generation of headlines, SEO, tags, AI-driven fact-checking, article summaries, chatbots...

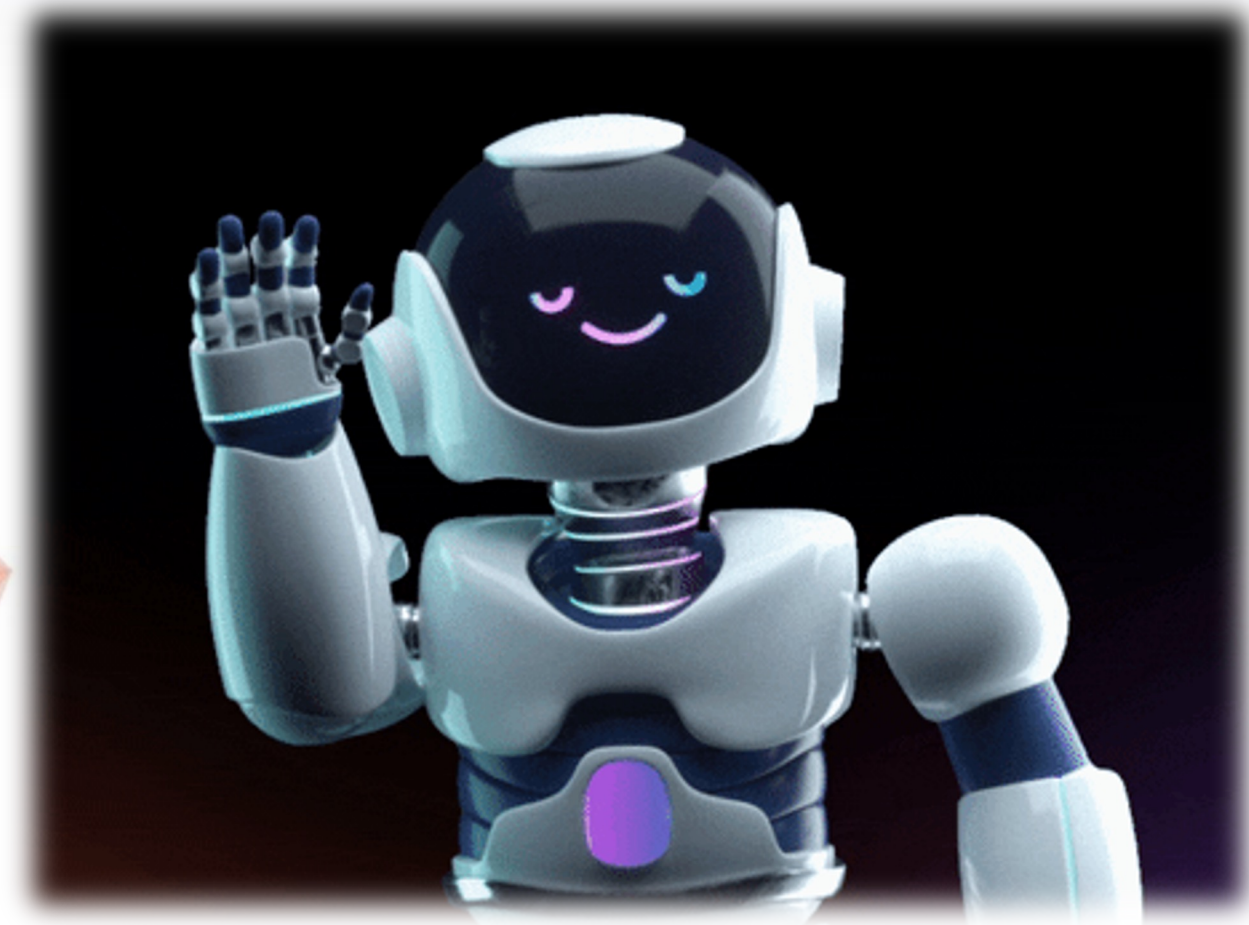The Generative AI revolution

When was ChatGPT released?

November 2022

Generative AI remains the industry hot topic of 2024

"A tsunami is coming, we can either ride it or get wiped out by it."

Nicholas Carlson
Insider global editor-in-chief
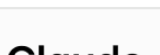
New tools rapidly emerging, being updated and used

The Top 50 Gen AI Web Products, by Unique Monthly Visits

1. ChatGPT	11. IIElevenLabs	21. PhotoRoom	31. PIXAI	41. MaxAI.me
2. Gemini*	12. Hugging Face	22. YODAYO	32. ideogram	42. Craiyon
3. character.ai	13. Leonardo.Ai	23. Clipchamp	33. invideo AI	43. OpusClip
4. liner	14. Midjourney	24. runway	34. replicate	44. BLACKBOX AI
5. QuillBot	15. SpicyChat	25. YOU	35. Playground	45. CHATPDF
6. Poe	16. Gamma	26. DeepAI	36. Suno	46. PIXELCUT
7. perplexity	17. Crushon AI	27. Eightify	37. Chub.ai	47. Vectorizer.AI
8. JanitorAI	18. cutout.pro	28. candy.ai	38. Speechify	48. DREAMGF
9. CIVITAI	19. PIXLR	29. NightCafe	39. phind	49. Photomyne
10. Claude	20. VEED.IO	30. VocalRemover	40. NovelAI	50. Otter.ai

*formerly Bard

a16z Consumer

5 things to note

Developments and data
from the year to date

1. Audiences ARE WARY

"Despite the flood of trade press, the US public is largely either unaware of generative AI or mistrustful of it: Just 30% of US adults have heard or read anything about ChatGPT, and only 10% regard its output as "very trustworthy," according to Morning Consult."

https://www.businessinsider.com/chatgpt-and-ai-media-and-advertising-use-cases-set-2023-may

US Adults' Perception of Generative AI, Jan 2023
% of respondents

AI-generated written work may contain biases or inaccuracies

| 19% | 37% | 14% | 6% | 24% |

Using AI in the workplace can save time and resources

| 16% | 46% | 14% | 5% | 18% |

AI should replace different types of work tasks in order to increase efficiency and productivity

| 12% | 35% | 24% | 11% | 17% |

AI-generated written work can be just as good as something written by a person

| 11% | 32% | 28% | 12% | 18% |

AI-generated written work can be better than something written by a person

| 9% | 27% | 30% | 17% | 17% |

- **Strongly agree** (red)
- **Somewhat agree** (black)
- **Somewhat disagree** (light gray)
- **Strongly disagree** (dark gray)
- **Don't know** (blue)

Note: numbers may not add up to 100% due to rounding
Source: Ipsos, "Ipsos Coronavirus Consumer Tracker," Jan 23, 2023

280903

InsiderIntelligence.com

2. A new generation of DEEP FAKES

Taylor Swift deepfake porn ordeal highlights escalating challenge for online platforms and legislators

By Dimsumdaily Hong Kong · 3:58PM Sun January 28, 2024

DIMSUM DAILY

Maryland

US teacher charged with using AI to frame principal with racist audio

Dazhon Darien impersonated high school principal in Maryland in clip that quickly spread on social media, police say

Associated Press

Thu 25 Apr 2024 15.45 EDT

⤴ Share

POLICE LINE DO NOT CROSS

📷 Dazhon Darien, the teacher, faces charges including theft and stalking, court documents said. Photograph: Matt Rourke/AP

A high school athletic director in Maryland has been charged with using artificial intelligence to impersonate a principal on an audio recording that included racist and antisemitic comments, authorities said on Thursday.

AI uses which will be key for news publishers in 2024

Back end automation and content creation are now much more important than two years ago. Data from a survey of 314 media leaders in 56 countries for 'Journalism, media and technology trends and predictions 2024'.

■ Very important   ■ Somewhat important   ■ Not/not very important   □ Don't know

Back end automation (tagging, transcription, copyediting)
| 56% | 36% | 7% |

Distribution and recommendations
| 37% | 39% | 19% | 5% |

Content creation with human oversight (summaries, headlines, graphics, video)
| 28% | 44% | 25% |

Commercial uses (better propensity to pay models)
| 27% | 31% | 27% | 14% |

Coding and product development
| 25% | 37% | 20% | 17% |

Newsgathering (help identifying stories or interrogate data)
| 22% | 49% | 27% |

Q11. To what extent will the following uses of Artificial Intelligence (AI) and Generative AI be important to your company in 2024? Base: 296.
Source: Journalism, media and technology trends and predictions 2024.

Get the data • Embed

REUTERS INSTITUTE   UNIVERSITY OF OXFORD

3. Publishers see potential benefits

"While there are deep concerns about trust and about the protection of intellectual property, publishers can also see advantages in making their businesses more efficient and more relevant for audiences."

4. Impacting hiring

e.g. Zach Seward appointed Editorial Director of A.I. Initiatives at the New York Times

- "One of Zach's first responsibilities will be to work with newsroom leadership to establish principles for how we do and do not use generative A.I."

- "Zach will build a small team in the newsroom to experiment with generative A.I. tools and prototype ideas.

- He will help design training programs for curious journalists and will partner with colleagues across the company to determine where to incorporate generative A.I. tools into our publishing tools and digital products.

- He will track the industry's quickly shifting landscape to help ensure that The Times keeps pace as the internet evolves along with users' habits and reader expectations."

Reporter (Live News)

at Newsweek (View all jobs)

Remote, United Kingdom

Newsweek is the global media organization that has earned audience time and trust for more than 90 years. Newsweek reaches 100 million people each month with thought-provoking news, opinion, images, graphics, and video delivered across a dozen print and digital platforms. Headquartered in New York City, Newsweek also publishes international editions in EMEA and Asia.

Newsweek is seeking a Reporter as part of a Live News team. This team will leverage the opportunities presented by advancements in artificial intelligence and other tools to produce journalism to a high standard.

The successful candidate be responsible for producing multiple stories a day across several beats and topics, using AI tools to assist in the production of these stories. They will pitch and be assigned multiple stories daily. They will obtain source and expert comments, and use authoritative primary sources. The candidate will be responsible for ensuring high-quality coverage that is accurate, fair, and conforms to accepted standards of journalism. They will meet strict deadlines in a fast-paced environment, including breaking news.

Topics being covered may include, but are not limited to: U.S. politics; U.S. social affairs; crime; international current affairs; celebrities and reality TV; consumer affairs.

Knowledge of AI tools, such as large language models, and digital publishing platforms is desirable.

This is a full-time role, 5 days a week, and may include occasional weekend working depending on the needs of the company.

Place of work: Our office is based in London but you will have the ability to work from home anywhere in the U.K.

Key Responsibilities:

- Researching, sourcing, pitching and writing several stories each day
- Using AI tools to enhance quality and productivity
- Meeting tight deadlines
- Helping to implement new story formats
- Ensuring the content is high-quality reporting that is accurate, fair, and conforms to accepted standards of journalism

Qualifications:

- Organization and planning skills
- Capable of working to strict deadlines
- An interest in covering U.S. news and trends

AND YET...

Up to 74% of the media leaders surveyed in September 2023 by the Reuters Institute said that generative AI will help newsrooms increase productivity without changing the essence of journalism.

Only 21% said it will fundamentally change every role in the newsroom.

5. Creative partners also using AI

A STUDY BY
MUCK RACK

STATE OF
AI IN PR
JANUARY 2024

PR pros are mainly using AI for writing tasks

PR pros are using AI for a variety of writing tasks, but **64%** say they use it to write social copy. 58% say research and writing press releases and **54%** use it to craft pitches.

The "other" category was filled with a variety of uses, but many of them revolved around brainstorming new ideas or firming up already written content.

How do you use generative AI in your workflow?

Category	Percentage
Write social copy	64%
Research	58%
Write press releases	58%
Craft pitches	54%
Strategy and planning	43%
Other	20%
Generate images to accompany content	16%
Find journalists	15%
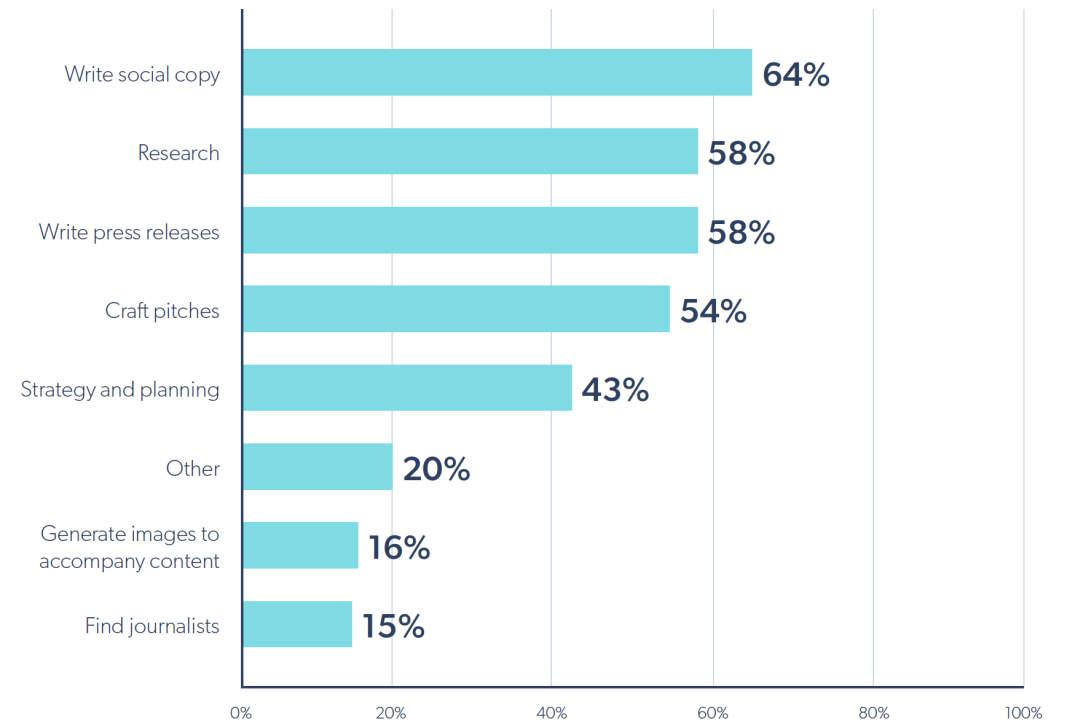
PR professional's views look rather familiar…

Issues	Concerns
Most companies don't have an AI policy in place	Younger/newer PR pros don't learn the principles of the profession and reply too heavily on tools
PR pros that have an AI policy tend to stick to it	PR people use unscrutinized AI output and lower the quality of conversations
Most employees say their company does not offer AI training	Clients/firms think they don't need content creators anymore
Brands want to know when their agencies use AI	Audiences get overwhelmed with so much content it's harder to reach them or stand out
Agencies aren't always disclosing their AI use	

Muck Rack State of Journalism report

- 28% of journalists reported using the technology.

- Another 20% plan to explore it, but mostly for behind-the-scenes tasks like brainstorming and research.

- Media orgs are slow to establish AI usage guidelines and policies - nearly 60% report their newsroom has no AI policy + concerns of disinformation continue to loom.

No, I do not plan to explore them
31%

I already use generative AI
28%

I'm not sure
21%

I don't use it now, but I plan to explore generative AI
20%
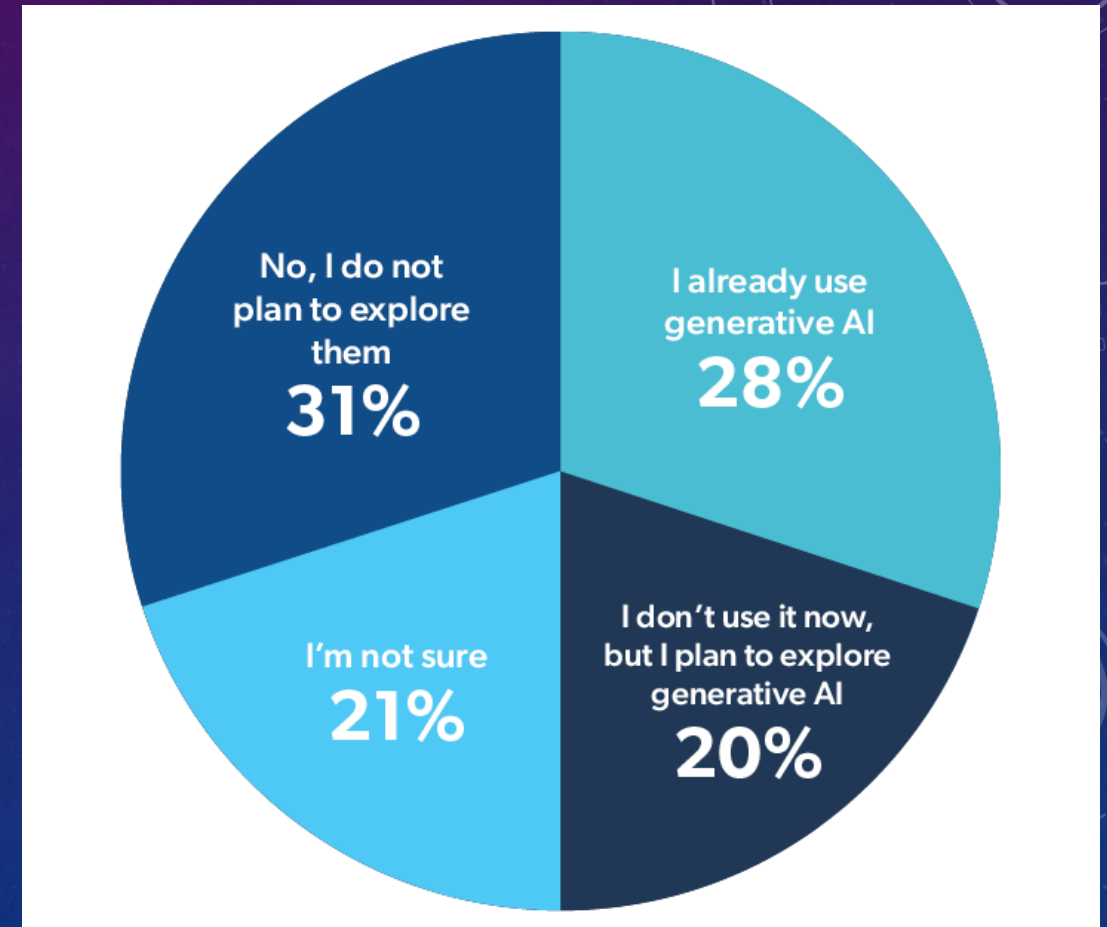
Do you plan to explore generative AI, like Chat GPT or DALL-E, in your workflow?

IMPLEMENTATION
10 x TIPS

1. Ascertain why you are doing this + KPIs
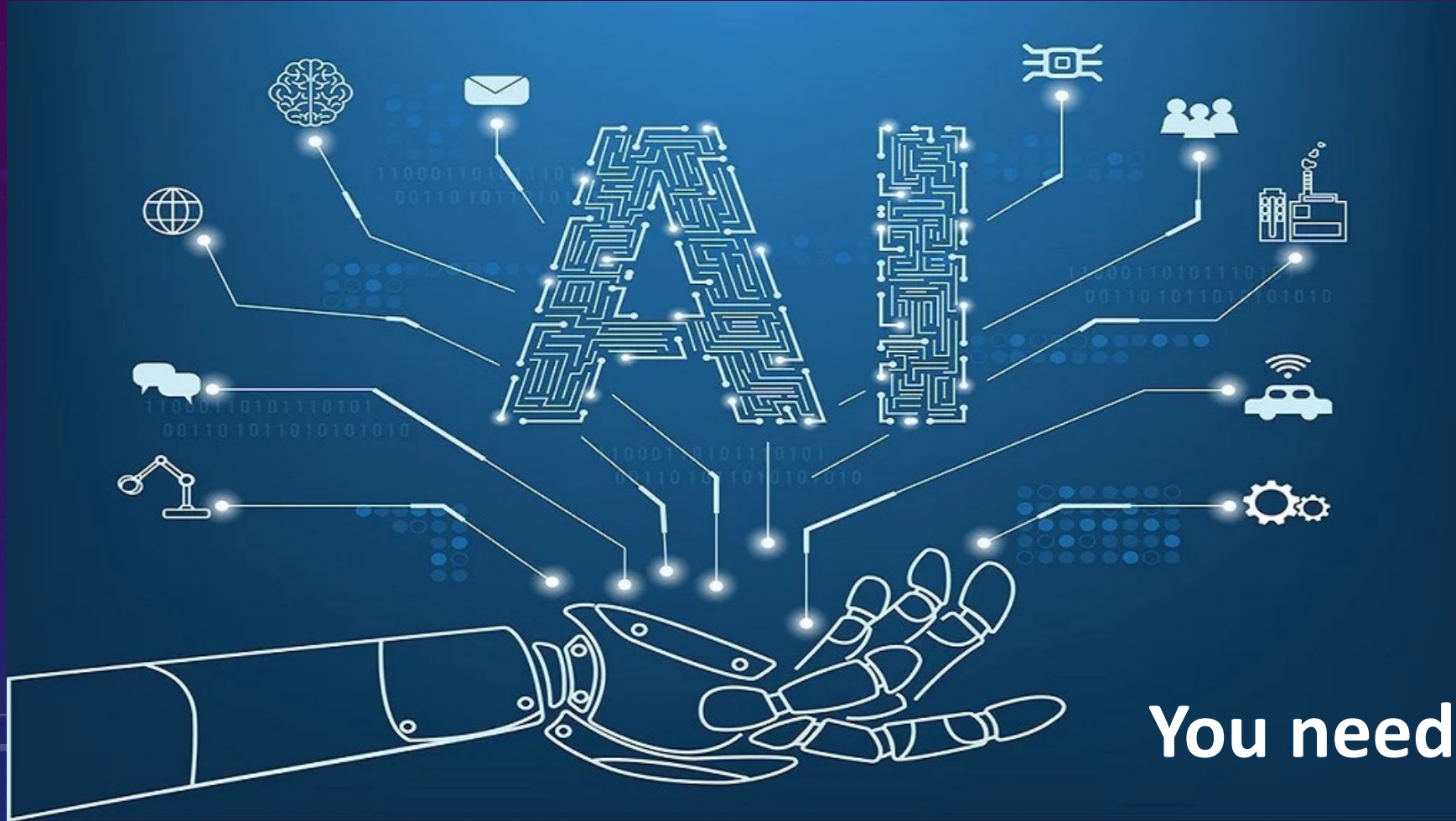
ALL ABOARD THE BANDWAGON

You need a strategy…

FOMO... ADOPTION LOWER THAN YOU MIGHT THINK

LSE survey from last summer (105 news and media orgs in 46 countries)

- Four in ten news orgs have not greatly changed their approach to AI since 2019

- *However,* 80% expect an increase in the use of AI in their newsrooms; and

- 73% believe generative AI tools present new opportunities for journalism

- 85% have experimented with generative AI technology to varying degrees so far.

- 90% of respondents said AI of some kind was being used in their newsroom for news production (such as fact-checking, proofreading and writing summaries), 80% for news distribution (for example, content personalisation and recommendation, text-to-speech tools and social media posting), and 75% for newsgathering (trend detection and news discovery or tools like transcription and extracting text from images)

2. Alongside having a strategy, you also need clear guidelines for usage…
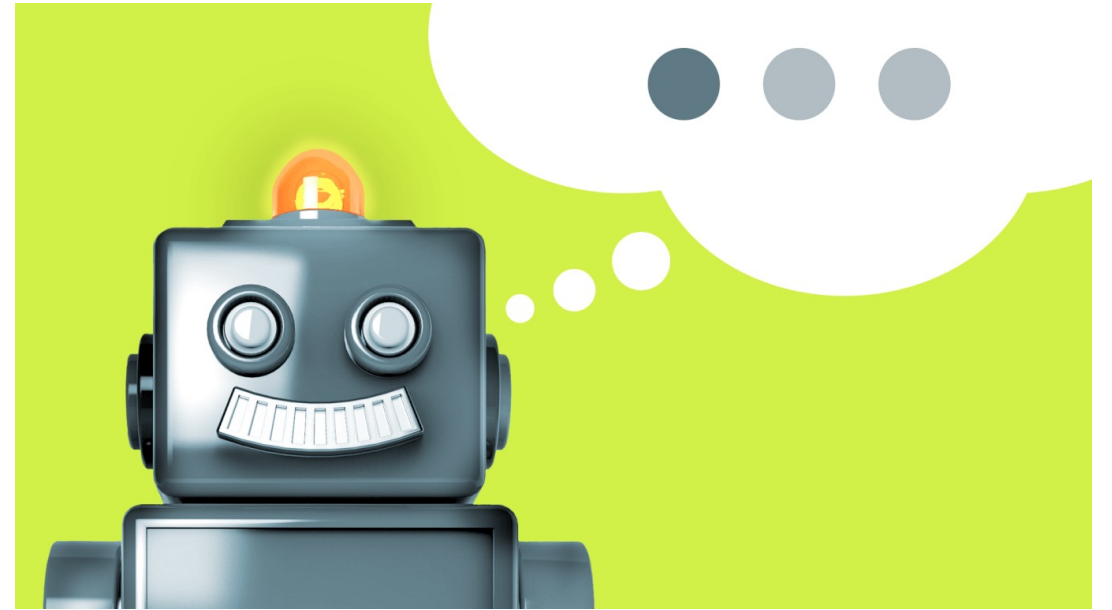
Key themes

- Oversight

- Transparency (e.g. labels)

- Banned vs. Allowed uses

- Accountability and Responsibility

- Privacy and Confidentiality

- Cautious Experimentation

- Strategic Use

- Training

- Bias

3. Be transparent with your audience

- When/where content is produced using AI

- Publication of AI guidelines e.g., Associated Press, The Guardian, Wired, Insider

Overall trust score

Change over time 2015–2022
United States of America

75%

50

32%

26%

25

2015   2016   2017   2018   2019   2020   2021   2022
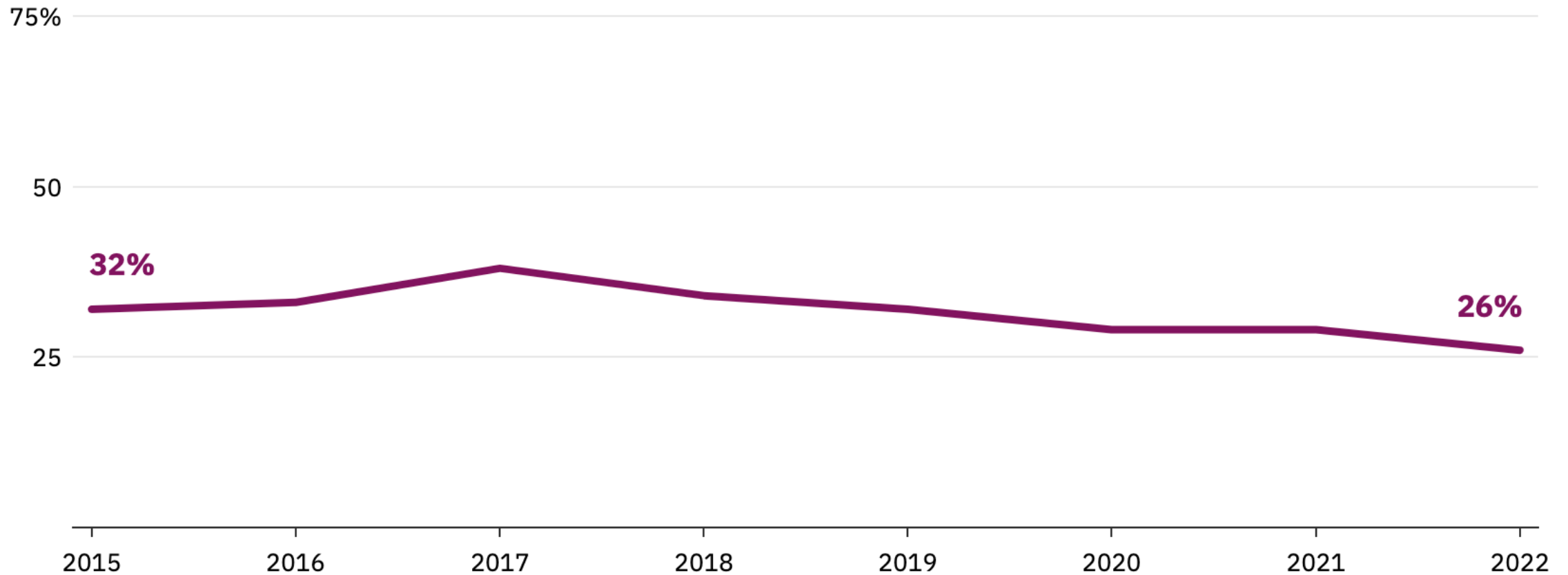
Sports Illustrated Reviews

HOME   BASEBALL & SOFTBALL   BASKETBALL   FOOTBALL   HOCKEY   SOCCER   MORE CATEGORIES ❯

Gift ideas for fans: $40 World Cup jerseys and NFL gear under $25 →

Product Reviews Team Member
Drew Ortiz
ortiz.drewsireviews@gmail.com

Drew likes to say that he grew up in the wild, which is partially true. He grew up in a farmhouse, surrounded by woods, fields, and a creek. Drew has spent much of his life outdoors, and is excited to guide you through his never-ending list of the best products to keep you from falling to the perils of nature. Nowadays, there is rarely a weekend goes by where Drew isn't out camping, hiking, or just back on his parents' farm.

Product Reviews Team Member
Sora Tanaka
tanaka.healthnutrition@gmail.com

Sora has always been a fitness guru, and loves to try different foods and drinks. She is fond of varying her workouts and believes everyone should participate in some sort of physical or mental activity at least three times per week! Ms. Tanaka is thrilled to bring her fitness and nutritional expertise to the Product Reviews Team, and promises to bring you nothing but the best of the best.

TheStreet

HOME   JIM CRAMER   INVESTING   PERSONAL FINANCE   RETIREMENT   TECHNOLOGY   MARKETS   HOW-TO   VIDEO   R

Domino Abrams | TheStreet Reviews
Domino Abrams
dominostreet@gmail.com

As a stay-at-home dad, Domino is a pro at home cleaning and maintenance. He's constantly researching ways and products to make his home--and, in turn, your home--as clean as can be.
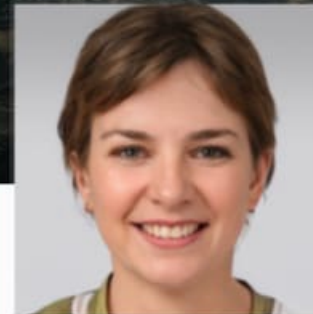
Denise McNamara | TheStreet Reviews
Denise McNamara
denisemcstreet1@gmail.com

As a computer and information analyst, Denise constantly finds herself trying the latest and greatest tech products. Her extensive personal experience with electronics allows her to share her findings with others online.

#ainews
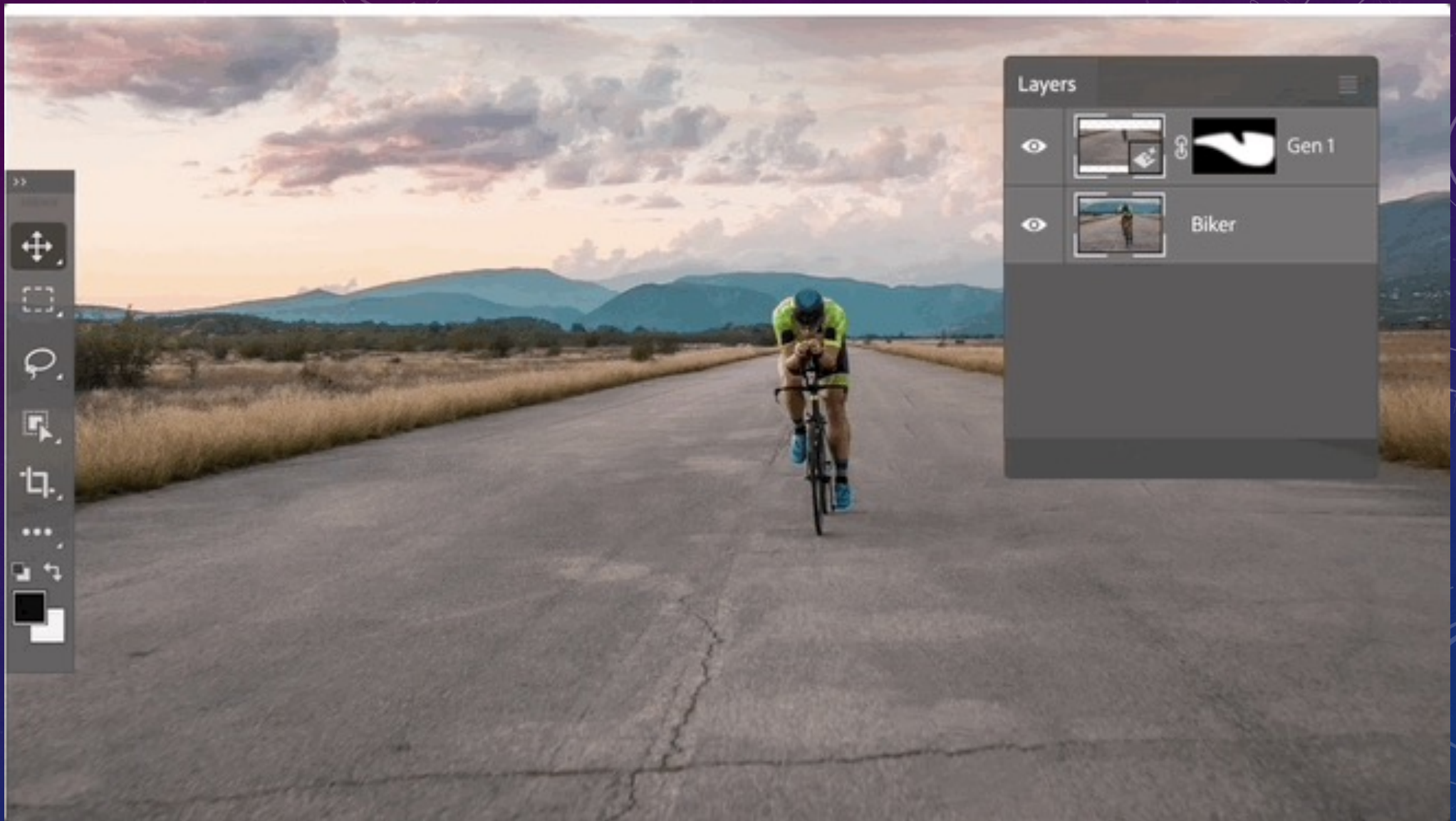
Adobe's Firefly model can now be used in Photoshop to edit images. **_Source:_** *Adobe*

Via Knight First Amendment Institute

- We do not publish stories with text generated by AI

- We do not publish text edited by AI either

- We may try using AI to suggest headlines or text for short social media posts

- We may try using AI to generate story ideas

- We may experiment with using AI as a research or analytical tool

- We may publish AI-generated images or video, but only under certain conditions

- We specifically do not use AI-generated images instead of stock photography

- We or the artists we commission may use AI tools to spark ideas

Source: https://www.wired.com/about/generative-ai-policy/

ARTIFICIAL INTELLIGENCE

As Newsweek evaluates AI-based tools that might help reporters, video editors, copy editors, assignment editors and others do their jobs more effectively, we will roll them out to the newsroom. Sometimes these tools will be deployed to small teams as experiments. These experiments will always be bound by the rules in this policy.

Newsweek believes that AI tools can help journalists work faster, smarter and more creatively. Sometimes, a tool will take away the more burdensome tasks of day-to-day journalism. In other cases, AI may put a project that was too time-consuming or expensive to pursue within our newsroom's grasp. We firmly believe that soon all journalists will be working with AI in some form and we want our newsroom to embrace these technologies as quickly as is possible in an ethical way.

AI is not accountable to Newsweek readers: we are. The burden of ensuring that all stories or other content meets Newsweek standards rests with our writers, editors and producers, always.

To that end, we will always comply with the following rules when working with AI:

IMAGES

Newsweek will avoid publishing AI generated images - either video or still pictures - that appear lifelike.

WRITTEN CONTENT - CORE FUNCTIONS

If a piece involves the use of AI tools in writing, research, editing or other core journalism functions, journalists will be involved at each step of assigning, reporting and publishing the written content.

WRITTEN CONTENT - SUPPORTING FUNCTIONS

The rules requiring the involvement of three journalists do not apply when AI tools are simply used to support a journalist's work such as for note taking, transcription and video script writing, writing social copy, A/B testing headlines, adding metadata or selecting images. However, the journalist using such tools will be responsible for ensuring they do not give rise to errors.

DISCLOSURE

Any journalist using any AI tool on a core journalism function must disclose that to their editor and the publishing desk. Any tool not previously used by Newsweek must be approved by the Standards Editor.

Wahiba Chair, MBA 🧑‍🏫 ✔
@WahibaChair

"@Newsweek's AI policy addendum gives staffers the greenlight to use #getAI in "writing, research, editing, and other core journalism functions," as long as journalists are involved in each step of the process." via @niemanlab

🤔 Feel free to share any thoughts after you read the article 😊
#FutureOfNews #UCWCOMM205 #UCWCOMM203 #UCWCOMM102

Newsweek

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

Newsweek is making generative AI a fixture in its newsroom

Nicholas Diakopoulos @ndiakopoulos · Apr 19
"5% of the stories on Newsweek.com use AI tools for drafting"
niemanlab.org/2024/04/inside...

2:51 PM · Apr 23, 2024 · **448** Views

Have fun with it!

Last year, Italian newspaper *Il Foglio* announced a challenge for its readers: for 30 days starting in the second week of March, it will publish short texts written by AI in its daily edition.

Readers who can correctly identify each text over a week are eligible to win a free subscription and a bottle of champagne.

4. Copyright and IP protection

Learn from past mistakes

That means not getting into bed with tech companies on the promise that a revenue model will be worked out down the line.

"We cannot rely on someone else's platform to build our business."

Juan Señor, President
of Innovation Media Consulting

What you can do

1. **Opt out -** use the [OpenAI Data Opt-Out Request form](#)

2. [Block OpenAI's web crawler "GPTBot" via the robots.txt](#) file

3. **Flag in your Ts&Cs** - NYT <u>updated its terms of service</u> on Aug. 3 to forbid using Times content in "training a machine learning or artificial intelligence (AI) system."

4. **License your content** – **ala AP, need for consortia esp. for smaller players**

OpenAI Data Opt Out Request (ChatGPT, DALL-E)

One of the most useful and promising features of AI models is that they can improve over time. We continuously improve the models that power our services, such as ChatGPT and DALL-E, via scientific and engineering breakthroughs as well as exposure to real world problems and data.

As part of this continuous improvement, when you use ChatGPT or DALL-E, we may use the data you provide us to improve our models. Not only does this help our models become more accurate and better at solving your specific problem, it also helps improve their general capabilities and safety.

We know that data privacy and security are critical for our customers. We take great care to use appropriate technical and process controls to secure your data. We remove any personally identifiable information from data we intend to use to improve model performance. We also only use a small sampling of data per customer for our efforts to improve model performance.

We understand that in some cases you may not want your data used to improve model performance. You can opt out of having your data used to improve our models by filling out this form. Please note that in some cases this will limit the ability of our models to better address your specific use case.

For details on our data policy, please see our Privacy Policy and Terms of Use documents.

*Note: please ensure the email you provide is associated with *your account*, and that the Organization ID is of the format "org-eXam3pleOr9giD"

l@gmail.com Switch account

```
User-agent: CCBot
Disallow: /

User-agent: GPTBot
Disallow: /

User-agent: ia_archiver
Disallow: /

User-Agent: omgili
Disallow: /

User-Agent: omgilibot
Disallow: /

User-agent: Twitterbot
Allow: /*?*smid=
```

By the end of 2023, 48% of the most widely used news websites across ten countries were blocking Openai's crawlers. A smaller number, 24%, were blocking Google's AI crawler.

Proportion of top news websites blocking AI crawlers by the end of 2023

By outlet type

OpenAI

Blocking

Print	**57%**
Broadcast	**48%**
Digital-born	**31%**

Google

Blocking

Print	**32%**
Broadcast	**19%**
Digital-born	**17%**
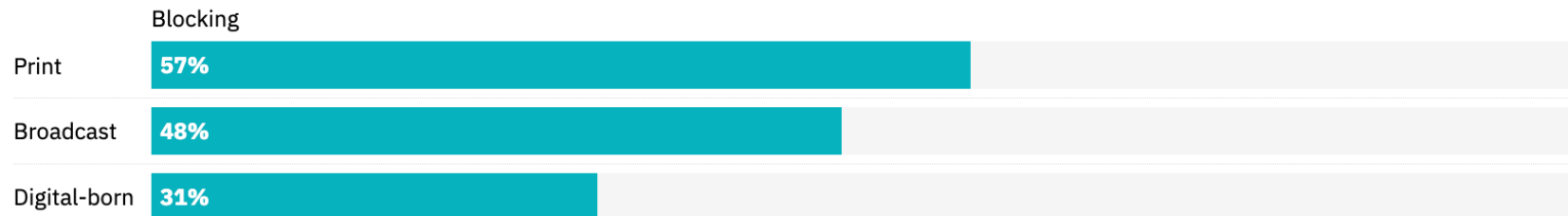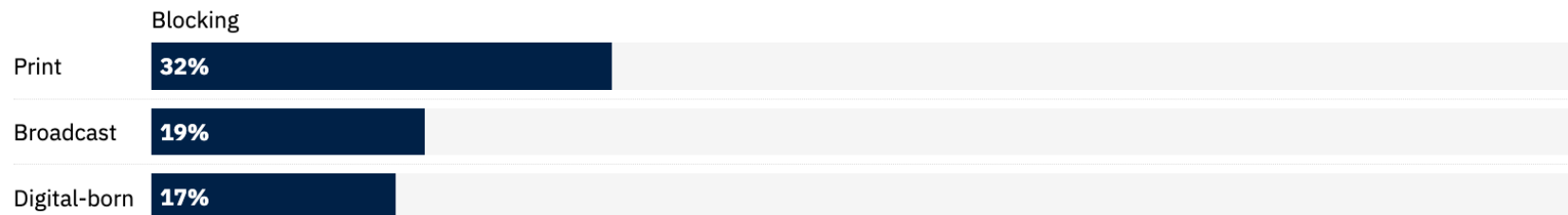
Note: Based on analysis of the robots.txt files from the 15 most widely used online news websites in each country (according to the 2023 Reuters Institute *Digital News Report*) sourced from the Wayback Machine. December 2023 data available for all websites except the *Washington Post* in the USA.

Get the data • Embed

REUTERS INSTITUTE   UNIVERSITY OF OXFORD

See you in court

- On February 28 2024, The Intercept, the progressive news sites Raw Story and AlterNet, filed lawsuits claiming OpenAI had used their stories to train ChatGPT without permission or compensation.

- Comes two months after The New York Times filed a landmark case in U.S. Federal District Court.

- The Times was the first major American media company to sue OpenAI for infringing on its copyright in training their GPT large language models (LLMs).

5. Managing culture change

Norway's leading newspaper Verdens Gang has incorporated AI-generated summaries of human-written stories.

"That minimizes the risk of things like hallucinations and could be a good way to introduce the technology to newsrooms because journalists may be more receptive to using AI for mundane tasks", INMA's Paula Felps argues.
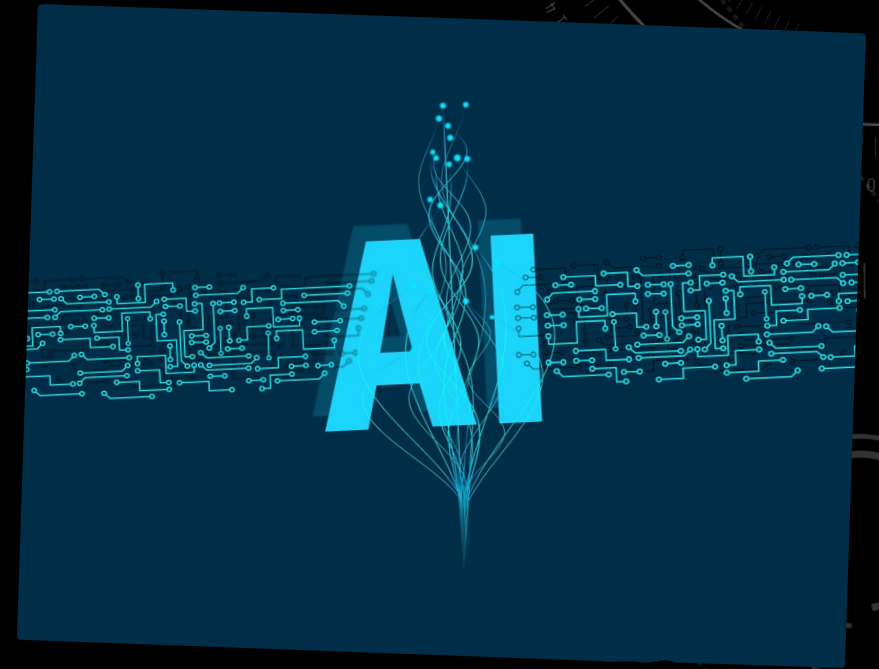
AI journalism works when it's...

- ~~Unchecked~~ → Vetted
- ~~Lazy~~ → Rigorous
- ~~Selfish~~ → Reader-first
- ~~Dishonest~~ → Truthful
- ~~Opaque~~ → Transparent

#ainews

6. New roles, skills, workflows and beats

Director of Newsroom AI in NEW YORK, New York

Job Description:

The Wall Street Journal is seeking an expert and creative Director of Newsroom Artificial Intelligence to shape and direct our response to this exciting and fast-developing area.

You will lead cross-functional teams of journalists, product specialists and prompt engineers as the Journal seeks to make the most of artificial intelligence for both its readers and its newsroom. You will be responsible for ensuring that the usage of artificial intelligence meets the Journal's standards, values and reader expectations.

You will also advise senior editorial management about the latest developments in artificial intelligence and how they might affect the Journal and the news industry in general.

You will be responsible for assessing AI-based tools and making recommendations on usage, as well as working with wider Dow Jones leadership to prioritize efforts and help turn them into functioning products.

The ideal candidate will have a deep understanding of artificial intelligence, experience in the news media or a related field, and a passion for devising new and engaging user experiences.

<u>You will:</u>

- Oversee our experiments involving artificial intelligence, both in terms of creating newsroom tools to aid the creation and production of our journalism and in user-facing experiences.

- Prioritize the opportunities in AI-related fields that are available to the Journal.

- Work closely with our product department to ensure that AI-based experiences are seamlessly integrated into our products.

- Form and lead cross-functional teams to ensure all stakeholders are represented in anything we create using AI.

≡ **BuzzFeed News**
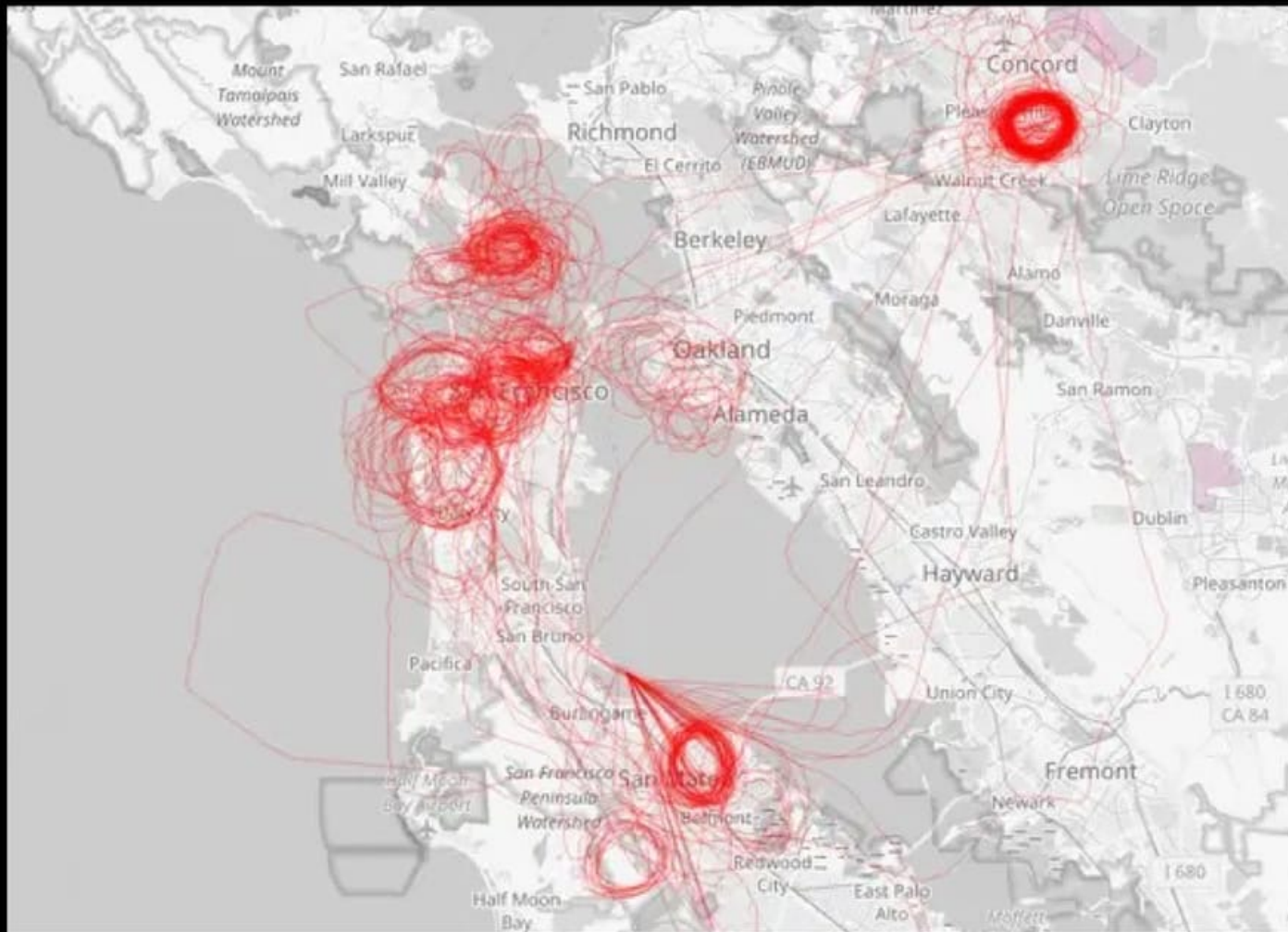
SIGN IN

SCIENCE

We Trained A Computer To Search For Hidden Spy Planes. This Is What It Found.

From planes tracking drug traffickers to those testing new spying technology, US airspace is buzzing with surveillance aircraft operated for law enforcement and the military.

7. Only going to become a bigger labor issue

"If such technology involves the use of artificial intelligence (AI), including machine learning or deep learning, it shall be limited to supplementing the collection, organization, recording or maintenance of information..."

"AI shall not be used to perform work that is editorial in nature, including but not limited to the interpretation or analysis of information, communications with sources or generation of news content or illustrations."

APP-MCJ Guild and the AP News Guild
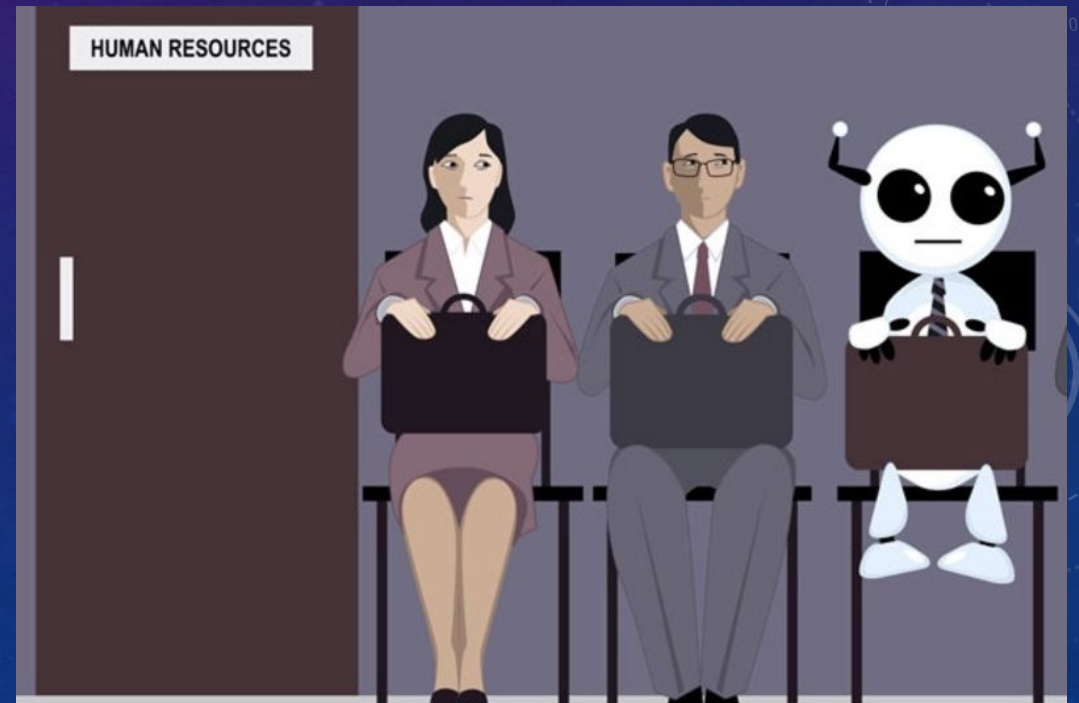
8. Understand – and manage risks

- Generative AI isn't full-proof (CNET, MSN, Gannett)

- Typically, still requires editing, proofing etc.

- A lot of generated images are just plain weird!

Newsroom Concerns for AI's Ethical Implications

A 2023 LSE study found that 82% of news organizations have drafted guidelines to address key challenges, focusing on ethical impact, legal issues, and industry dynamics.

Joshua Benton ✓ NL
@jbenton

A former NBA player dies young, and AI writes this headline:

"Brandon Hunter useless at 42"

And check that prose:

"Former NBA *participant* Brandon Hunter who *beforehand performed* for the Boston Celtics and Orlando Magic, has *handed away on* the age of 42."

Race Track + Follow

Brandon Hunter useless at 42

Story by Editor • 21h

pexels-tima-miroshnichenko-5586545-696x464.jpeg
© Editor

Former NBA participant Brandon Hunter, who beforehand performed for the Boston Celtics and Orlando Magic, has handed away on the age of 42, as introduced by Ohio males's basketball coach Jeff Boals on Tuesday.

Hunter, initially a extremely regarded highschool basketball participant in Cincinnati, achieved vital success as a ahead for the Bobcats.

ALT

Ed 🏀 🚩 @EdLockwood87 · Sep 13
AI should not be writing obituaries. Pay your damn writers @MSN
msn.com/en-us/sports/o...

11:49 AM · Sep 14, 2023 · **2.3M** Views

💬 119   🔁 2,271   ♥ 7,289   🔖 466   ↑

9. Understand changing consumer habits

"As a news industry, we have to be hyper-aware of changes in audience or consumer expectation.

The media industry has been left behind by previous technological changes."

REUTERS®
THE SOURCE

Powering Trusted News with AI: Navigating the present and shaping the future

10. Innovation + do something new!

"Rather than focusing on how to get AI to do all the things human reporters do, why not make new types of content that will engage readers, but that are beyond what your human teams can create?"

Louise Story in Nieman Lab

TIME asked AI to generate news quizzes based on their archives
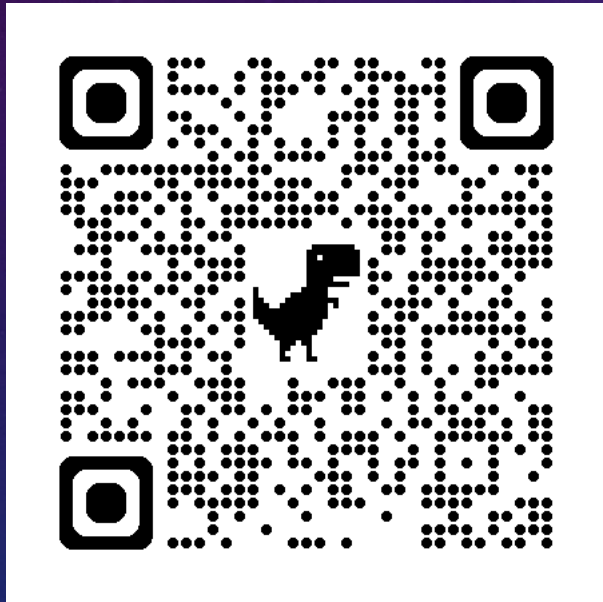
Open the QR code
to have a go!

SCORE **0** / **0**

Muhammad Ali

"Ali"   JUN. 20, 2016

How did Cassius Clay get into boxing?

A He was inspired by his father, who was a boxer.

B He was recruited by a boxing coach at school.

C He stumbled upon a gym after his bike was stolen.

D He was forced into it by his gang members.

PREV   NEXT
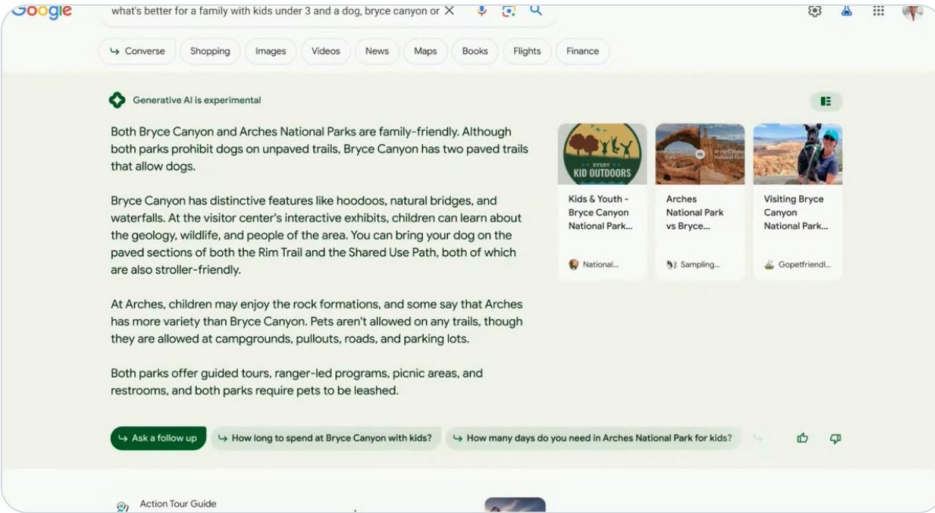
LOOKING AHEAD
6X THINGS TO KEEP AN EYE ON

1. Search is dead.
Long live search.

nic nguyen
@nicnguyen

citations showing up in new google search generative AI module which features ... three links

is every media org's SEO team panicking rn?

Google   what's better for a family with kids under 3 and a dog, bryce canyon or

Converse   Shopping   Images   Videos   News   Maps   Books   Flights   Finance

Generative AI is experimental

Both Bryce Canyon and Arches National Parks are family-friendly. Although both parks prohibit dogs on unpaved trails, Bryce Canyon has two paved trails that allow dogs.

Bryce Canyon has distinctive features like hoodoos, natural bridges, and waterfalls. At the visitor center's interactive exhibits, children can learn about the geology, wildlife, and people of the area. You can bring your dog on the paved sections of both the Rim Trail and the Shared Use Path, both of which are also stroller-friendly.

At Arches, children may enjoy the rock formations, and some say that Arches has more variety than Bryce Canyon. Pets aren't allowed on any trails, though they are allowed at campgrounds, pullouts, roads, and parking lots.

Both parks offer guided tours, ranger-led programs, picnic areas, and restrooms, and both parks require pets to be leashed.

Kids & Youth - Bryce Canyon National Park...

Arches National Park vs Bryce...

Visiting Bryce Canyon National Park...

National...   Sampling...   Gopetfriendl...

Ask a follow up   How long to spend at Bryce Canyon with kids?   How many days do you need in Arches National Park for kids?

Action Tour Guide

1:44 PM · May 10, 2023 · **129.2K** Views

2   48   75   17

9:30

https://www.nps.gov/articles

National Park Service   MENU

ARTICLE · TRAVEL ROUTE 66: ESSAY SERIES

1. Route 66 Overview

Map of historic Route 66.
Public Domain, https://commons.wikimedia.org/w/index.php?curid=332871

U.S. Highway 66 — popularly known as Route 66 — embodies a complex, rich history that goes well beyond any chronicle of the road itself. An artery of

Get AI-powered key points   Generate

2. Some jobs will go, some will be created
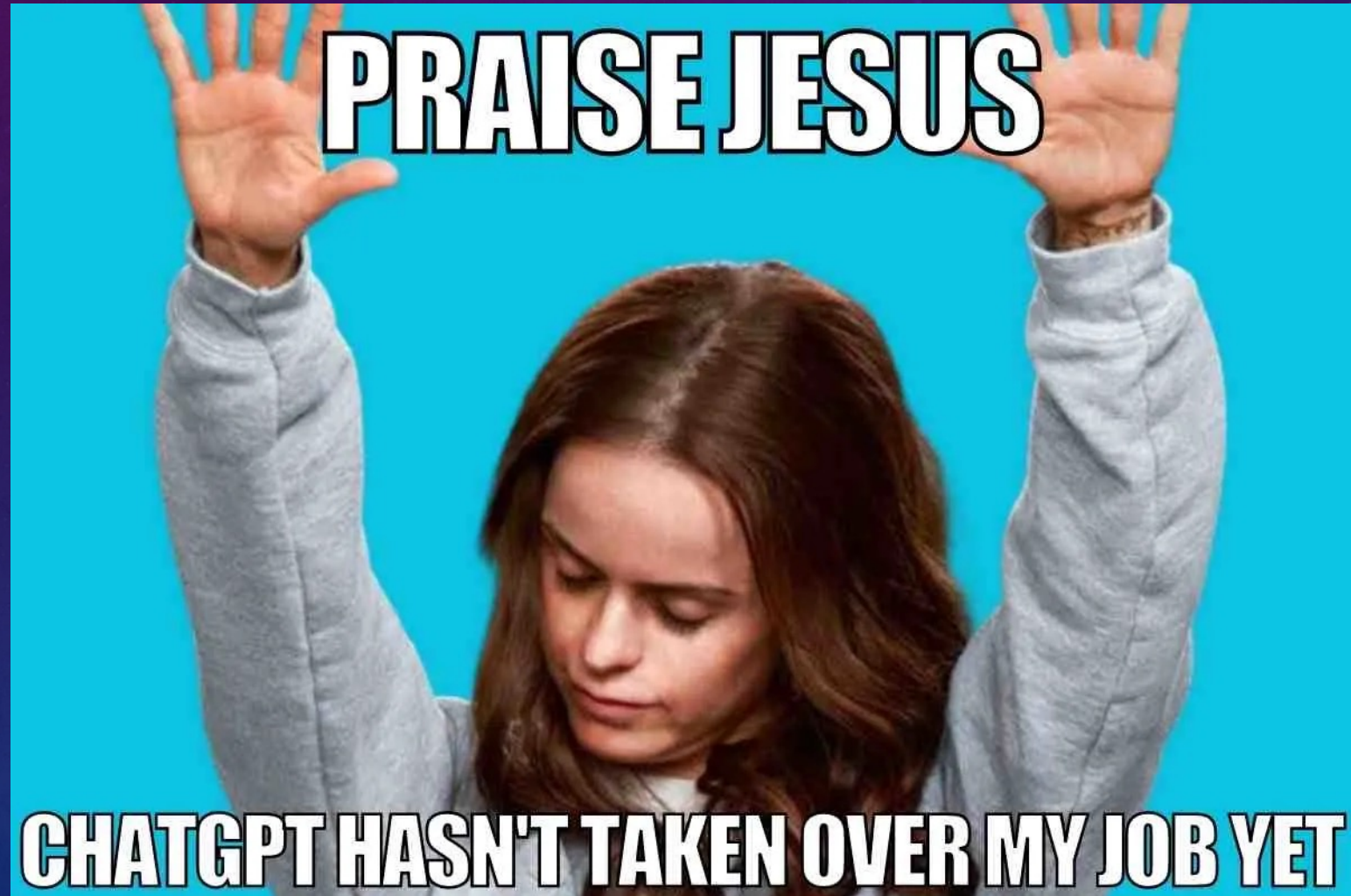
A quarter of global chief executives expect the deployment of generative artificial intelligence to lead to headcount reductions of at least 5 percent this year, according to a survey unveiled as world and business leaders gathered in Davos, Switzerland.

Media and entertainment, banking, insurance, and logistics lead the way.

A quarter of chief executives anticipate significant AI-related job losses this year

Sector chief executives who anticipate reducing headcount by 5% or more in 2024 due to generative AI (%)

Source: PwC Global CEO Survey

FINANCIAL TIMES
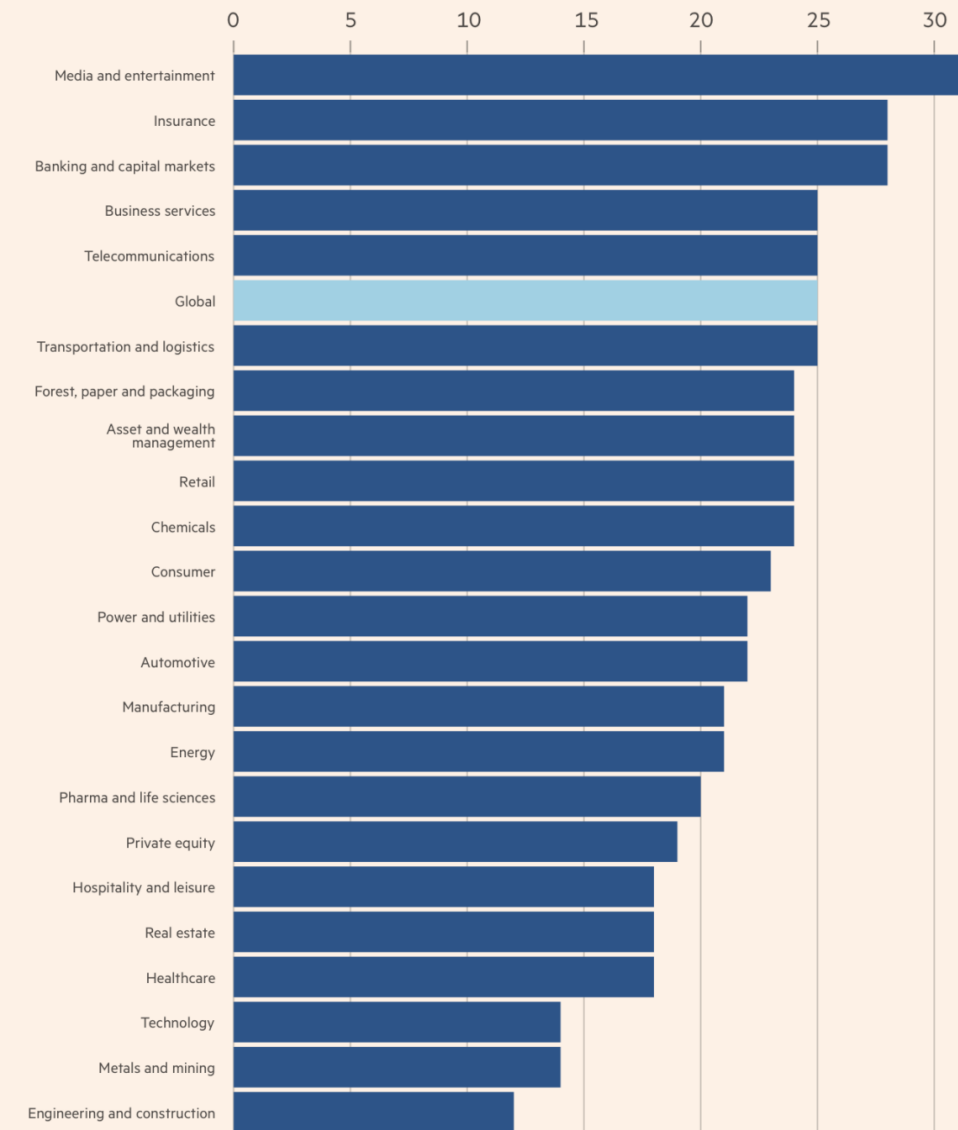
3. Differentiation, expertise, niches, more important than ever
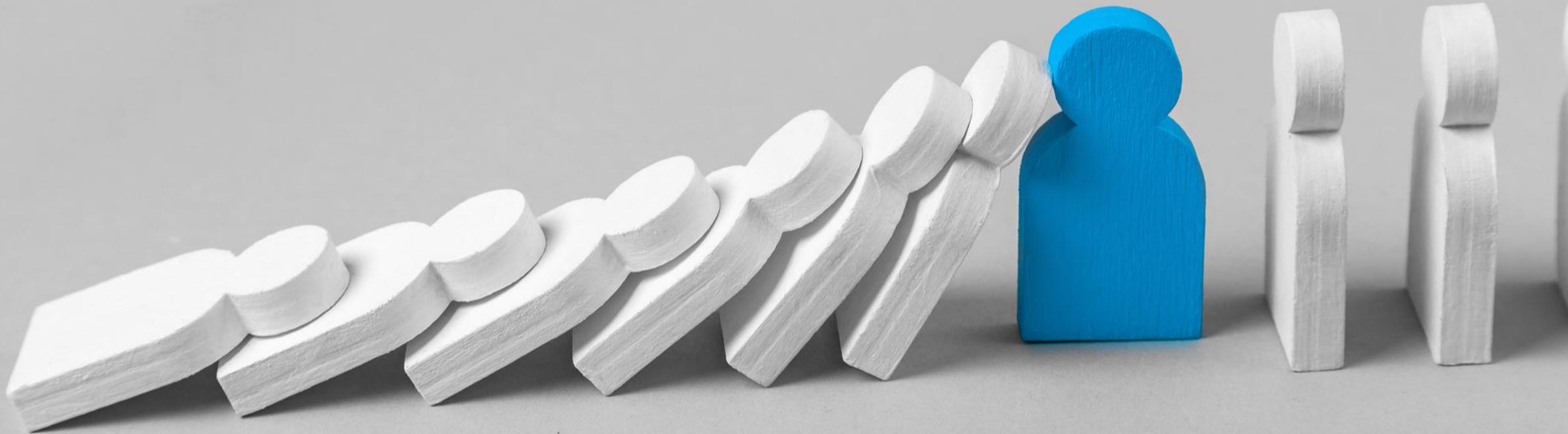
" Forward-thinking news organisations will be looking to **build unique content and experiences that can't be easily replicated by AI.**

These might include curating live news, deep analysis, human experiences that build connection, as well as longer audio and video formats that might be more defensible than text. "

—Journalism, Media, and Technology Trends and Predictions 2024, page 39

"I think the more we'll be seeing AI-generated stuff, the more we will appreciate real, human, creative work," says Washington Post reporter Drew Harwell.

"There's nothing really replicating good, human writing."

4. Growing concerns about misinformation
(especially in an election year)

"If I were to run, I'd run as a Republican. They're the dumbest group of voters in the country. They believe anything on Fox News. I could lie and they'd still eat it up. I bet my numbers would be terrific."

Donald Trump
People Magazine, 1998

IN 2013, JOE BIDEN AND HIS SON HUNTER TRAVELED TO CHINA ON AIR FORCE TWO…

…TEN DAYS LATER, HUNTER BIDEN'S FIRM GOT A $1.5 BILLION DOLLAR DEAL WITH THE CHINESE GOVERNMENT'S BANK

AI-generated image used by Amnesty International to illustrate police brutality. *Source: The Guardian*

Opportunity to stress value and importance of journalism

APRIL 16, 2024 5:00 AM CET
BY STEPHEN KING, CEO, LUMINATE

We are proud to support POLITICO's expanded coverage of artificial intelligence (AI) and elections this year through this dedicated series.

As a global foundation working to safeguard democracy from digital threats — from illegal data collection to algorithmic polarization — we know the role of AI throughout 2024's global marathon of elections will shape public debates and policy for years to come.

At its best, technology fosters connection, creativity and activism. But whether it's a single deepfake, a major influence operation deployed with generative AI, or social media feeds made even more addictive through machine learning, the rollout of AI in 2024 will challenge regulators, captivate the public and shape lasting narratives ahead of our policymakers' ability to catch up. It may take even longer to separate moral panics from the real impact of AI on disinformation, polarization and hate.

The most critical beat in journalism today

Even for a tech-focused philanthropy like ours with expertise at our disposal, the upheavals of AI are triggering challenges that we, like our societies and our governments, are only beginning to reckon with.

This is why high-quality journalism matters.

"Independent media will play a huge role in charting and demystifying AI's civic disruptions in real time.

5. Regulation and self-regulation

6. Risk of over-reliance + deskilling
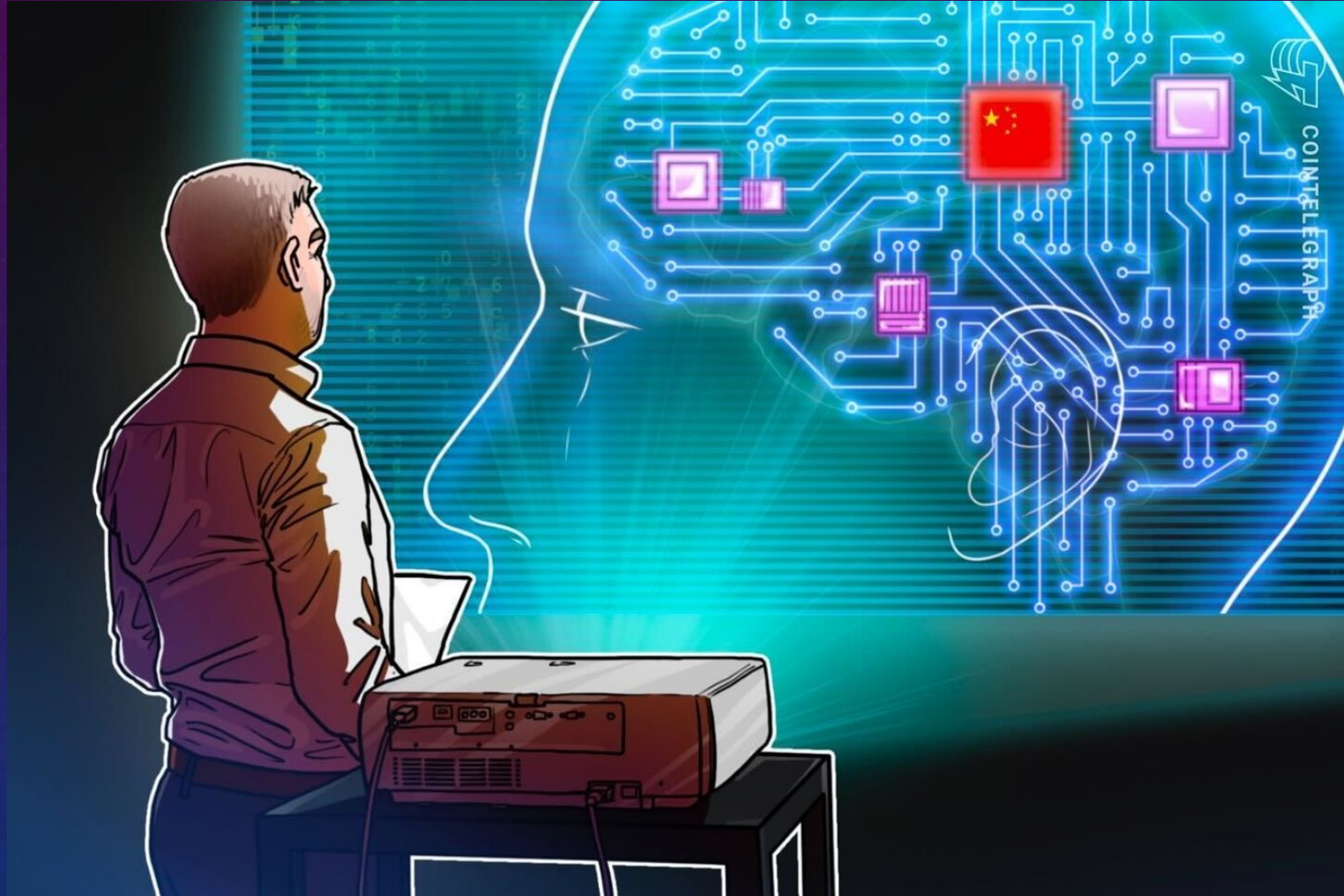
"ChatGPT is not a journalist.
You are responsible for the accuracy, fairness,
originality, and quality of every word in your stories."

INSIDER

TLDR

1. Embrace change > AI is inevitable (and that's fine), won't work for everything

2. More content – more noise = Differentiation opportunity for trusted sources/brands

3. Verification, trust, voice and objectivity; areas publishers should lean into

4. Develop your AI beat(s), incl. verification and misinformation skills

5. Understand risks (inaccuracy, subscriptions, loss of IP, need to label)

Five of this year's Pulitzer finalists are AI-powered

Two of journalism's most prestigious prizes — the Pulitzers and the Polk awards — on how they're thinking about entrants using generative AI.

By **ALEX PERRY**   March 11, 2024, 10:31 a.m.

Five of the 45 finalists in this year's Pulitzer Prizes for journalism disclosed using AI in the process of researching, reporting, or telling their submissions, according to Pulitzer Prize administrator Marjorie Miller.

It's the first time the awards, which received around 1,200 submissions this year, required entrants to disclose AI usage. The Pulitzer Board only added this requirement to the journalism category. (The list of finalists is not yet public. It will be announced, along with the winners, on May 6, 2024.)

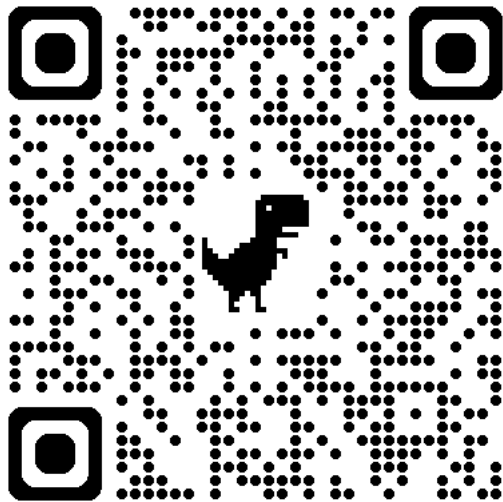# AI IS ALREADY HAVING AN IMPACT... AND IS HERE TO STAY

Links: Top 50 Gen AI Consumer Web Products

Blackbox AI	CrushOn	InVideo	Perplexity	Replicate
Candy.ai	Cutout.pro	JanitorAI	Phind	Runway
Character.AI	DeepAI	Leonardo	Photomyne	Speechify
ChatGPT	DreamGF	Liner	Photoroom	Spicychat
ChatPDF	Eightify	MaxAI	Pixai	Suno
Chub.ai	ElevenLabs	Midjourney	Pixelcut	Vectorizer.AI
Civitai	Gamma	Nightcafe	Pixlr	Veed.io
Claude	Gemini	NovelAI	Playground	VocalRemover
Clipchamp	Hugging Face	OpusClip	Poe	Yodayo
Craiyon	Ideogram	Otter.ai	Quillbot	You.com

Links: Top 50 Gen AI Consumer Mobile Apps

AI Chat Smith 4	Brainly	ELSA Speak	Microsoft Copilot	PolyAI
AI Chat - Assistant	Character.AI	Epik	Microsoft Edge	Prequel
AI Chatbot	Chat & Ask AI	Evoke	Nova	Qanda
AI Mirror	Chat AI	Face Dance	PhotoAI	Question.ai
AI Quran	ChatBot	Facemoji	PhotoApp	Reface
ARTA	Chatbox	Genie	Photoleap	Remini
Artmind	ChatGPT	Hypic	Photomath	Remove It
Beat.ly	ChatOn	Imagine	Photoroom	Revive
Bing	DaVinci	Lisa AI	Pixelcut	SnapEdit
Bobble AI	Dawn AI	Mathway	Poe	Wonder

"...These days, being a journalist shares at least one quality with being a shark.

If you're not moving forward, it's over."

Margaret Sullivan

THANKS FOR LISTENING!

Q&A

Contact me