

INTERNATIONAL SEMINAR DIGITAL MEDIA IN CHALLENGING
ERA, TECHNOLOGY, COMMUNICATION AND FRONTIER
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Guiding the Way: AI in Global Media

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In this Presentation

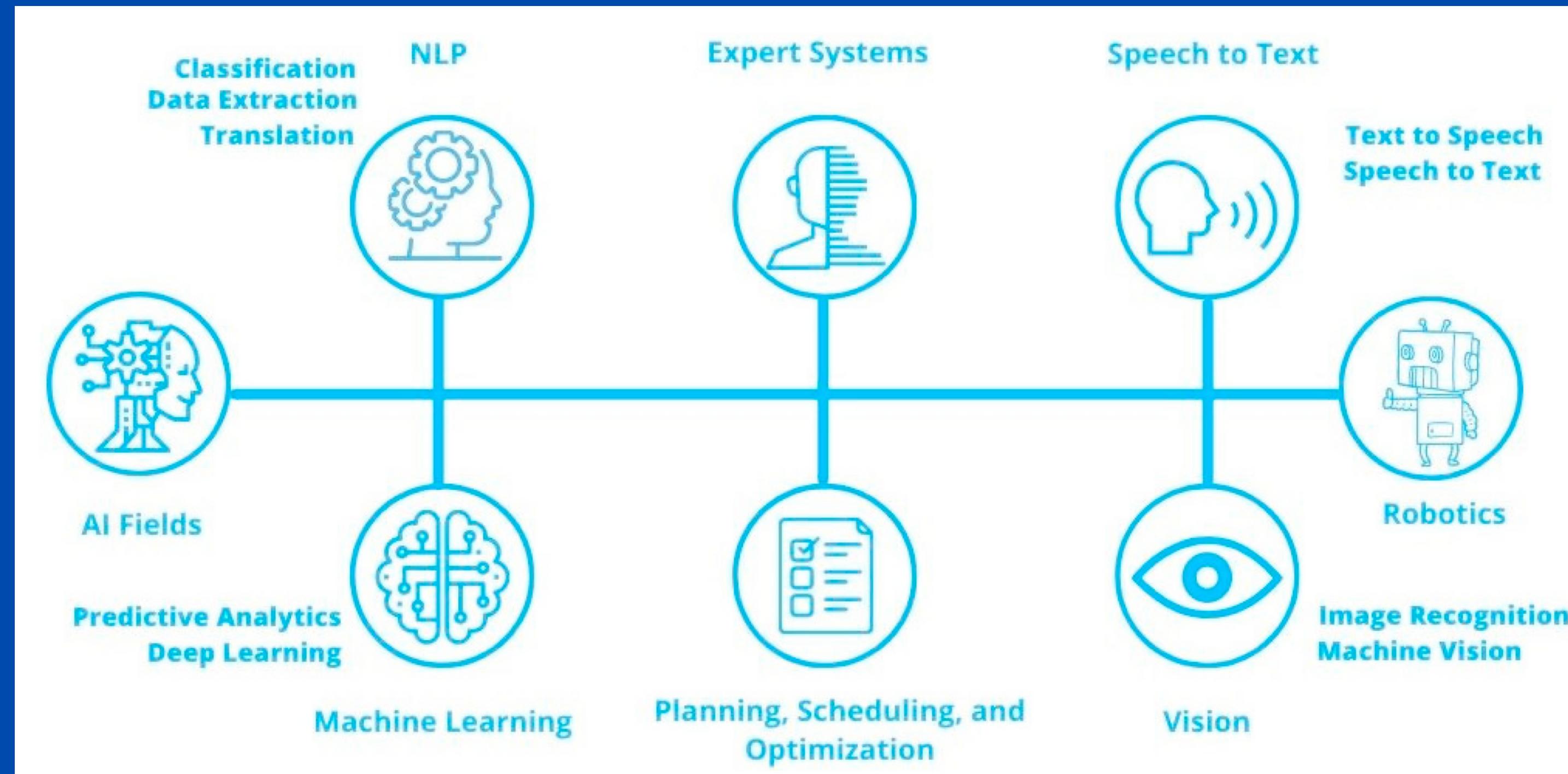
Overview

- 01 Technological Innovation and Media
- 02 Digital Inequality and Divide
- 03 Institutionalization of Journalism in the Digital Age
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Technological Innovation and Media

- In today's society, the relentless, high-speed pursuit of technology-driven innovation could be almost as dangerous as stagnation.
- There are different types of technological innovations that allow journalistic innovation. For example, audience-led innovations that contribute to news content and promote the diversification of news formats. Similarly, organizational innovation that includes the possibilities and resources made available by media companies, leading to the specialization of staff and more structural complexity.
- The news industry usually adopts new technologies with a conservative mindset, slowly appropriating them in an incremental approach to innovation. Prior research has attributed this to a lack of economic viability, which is characterized by the “Yes, But Syndrome”, limiting novel digital strategies.
- Responsible Innovation is a transparent, interactive process by which societal actors and innovators become mutually responsive to each other with a view on the (ethical) acceptability, sustainability, and societal desirability of innovations;

AI and Media



BBC (UK) - Oriel

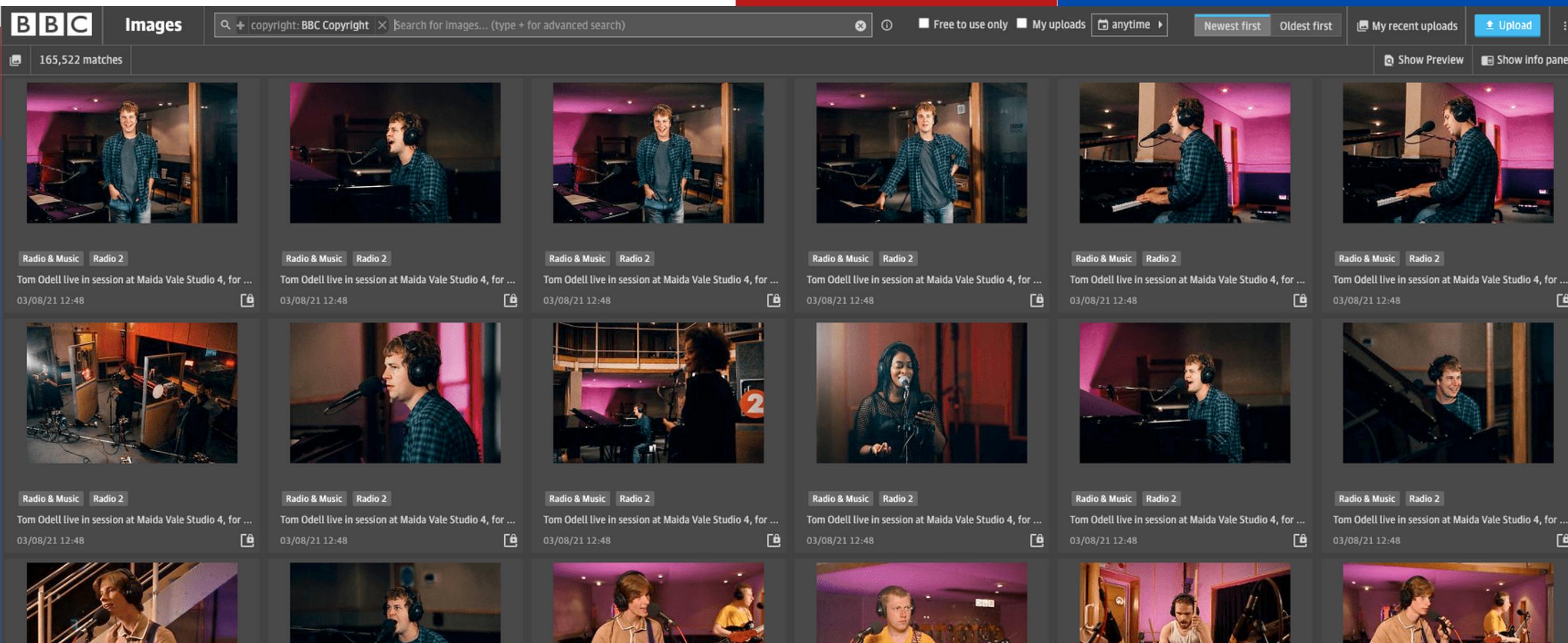
BBC
NEWS LABS

HOME PROJECTS NEWS ABOUT GET INVOLVED

ACTIVE

Oriel

Making it easier for journalists to find the best images for stories



La Nación (Argentina) - Monitoring electoral documents

Computer vision to monitor Elections transparency

The document is a telegram from Correo Argentino regarding the 2021 elections. It includes sections for voter turnout, total votes, and a detailed breakdown of votes by party. A large circular highlight covers the right side of the page, focusing on the text 'VOTOS QUE SE REMITEN EN SOBRE Nro.3' and 'IDENTIDAD IMPUGNADA QUE SE REMITEN EN SOBRE Nro.4'. The bottom of the page contains a large watermark of the Argentine Congress building.

02-DISTRITO BUENOS AIRES
Correo Argentino TELEGRAMA
ELECCIONES P.A.S.D. - 12 DE SEPTIEMBRE DE 2021
Destinatario: JUZGADO FEDERAL CON COMPETENCIA ELECTORAL
Con copia a DIRECCION NACIONAL ELECTORAL

SECCION ELECTORAL
70 - L. DE ZAMORA
CIRCUITO MESA
590 01080/3

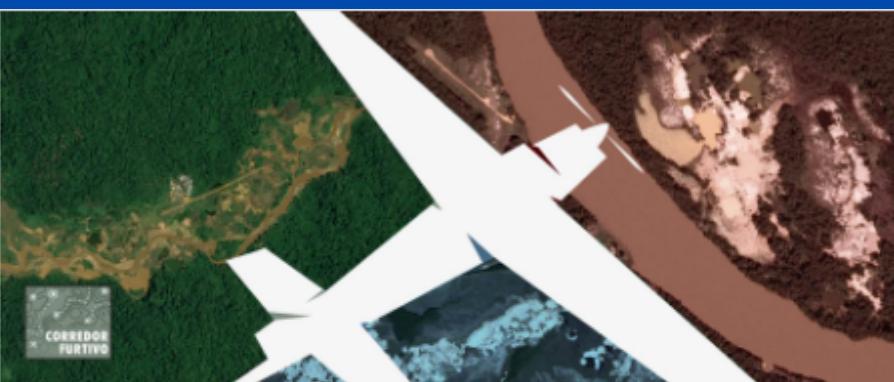
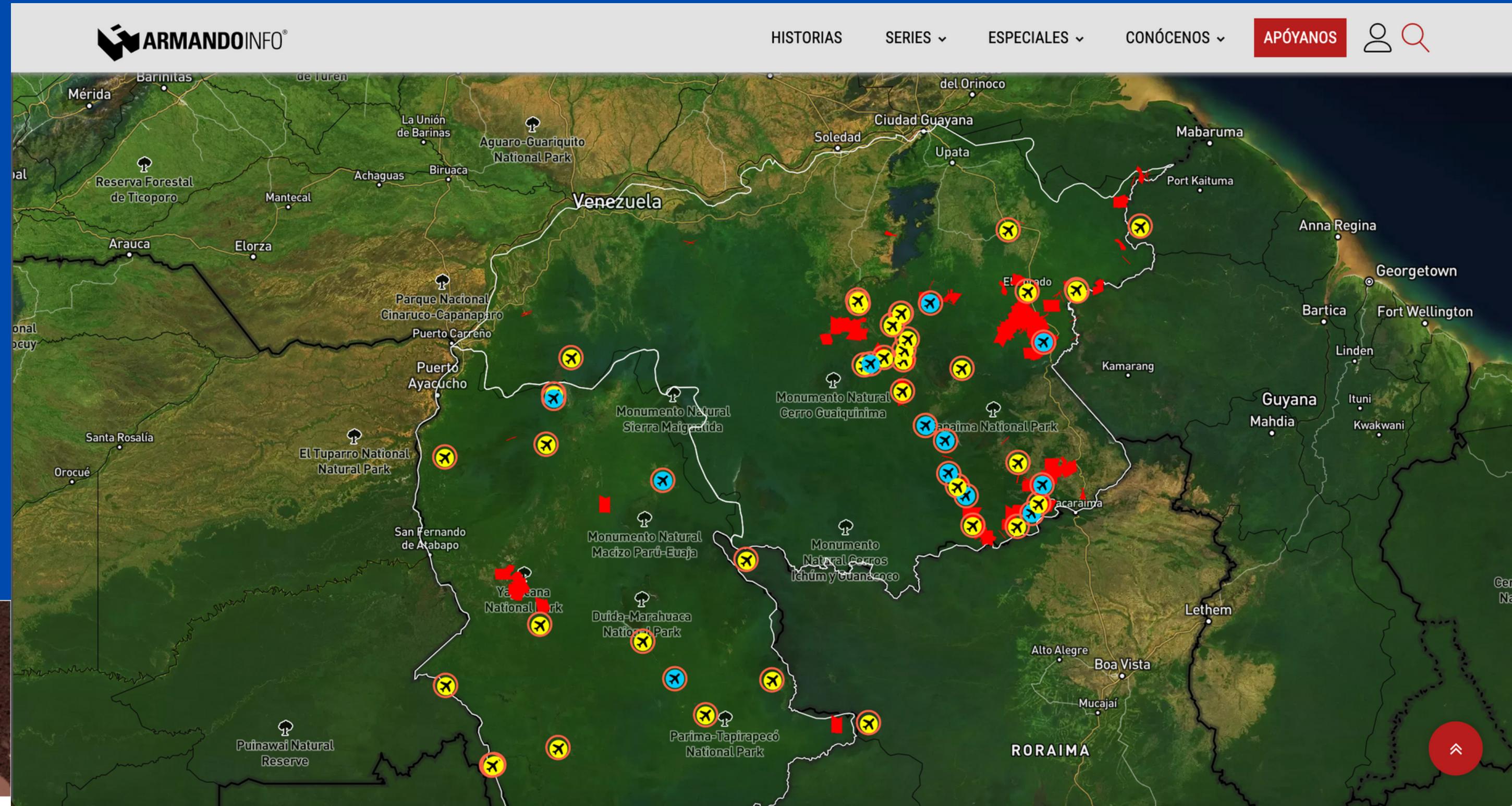
VOTOS QUE SE REMITEN EN SOBRE Nro.3
IDENTIDAD IMPUGNADA QUE SE REMITEN EN SOBRE Nro.4
EL COMANDO ELECTORAL QUE SE REMITEN EN EL BOLSIN
S EN BLANCO
AL POR COLUMNAS (*)

LA SUMA DE LOS TOTALES POR COLUMNA DEBERA
COMPENSACION - ART 72 - CODIGO
ESTADISTICO

TRANSPORTE FOTIALES DE HOJA 1
558 VOTOS NORMALES CON V.O.
508 VOTOS NORMALES CON V.O.
528 VOTOS NORMALES CON V.O.
296 PARTIDOS RECONOCIDOS FEDERALES
564 VOTOS DE CIRCUITO DEMOCRATICO
TOTAL VOTOS ASIGNACIONES POLITICAS
VOTOS NULOS
VOTOS REGISTROS QUE SE REMITEN EN SOBRE Nro.3
VOTOS IDENTIDAD IMPUGNADA QUE SE REMITEN EN SOBRE Nro.4
VOTOS DEL COMANDO ELECTORAL QUE SE REMITEN EN EL BOLSIN
VOTOS EN BLANCO
TOTAL AL POR COLUMNAS (*)
LA SUMA DE LOS TOTALES POR COLUMNA DEBERA CONCORDAR CON LA CANTIDAD DE SOBRES Y VOTOS EN LA OBRA
FIRMA FISCAL - ASESOR
FIRMA FISCAL - ASESOR
ALIANZA
DIA

<https://blogs.lanacion.com.ar/projects/data/elections-data/computer-vision-to-monitor-elections-transparency/>

Armando.info - Illegal mining in the Amazon forest



La minería ilegal montó sus bases aéreas en la selva

A partir de imágenes satelitales y con la ayuda de Inteligencia Artificial, fue posible identificar 3.718 puntos de actividad minera, en su mayoría ilegal, en los estados...

Aos Fatos (Brazil) - Monitoring Information Disorder

AOS
FA-
TOS

RADAR >>>>>
versão beta 1.0

»» TEMA DE INTERESSE

Acompanhe como conteúdos de baixa qualidade se espalham nas redes sociais e receba análises exclusivas temáticas sobre o cenário da desinformação

Selecione o tema de interesse
democracia

A taxa de acerto do algoritmo para o tema varia de 76.5% a 92.9%. [Saiba mais.](#)

 NEWSLETTER Receba levantamentos produzidos pela equipe do Radar. [Inscreva-se.](#)

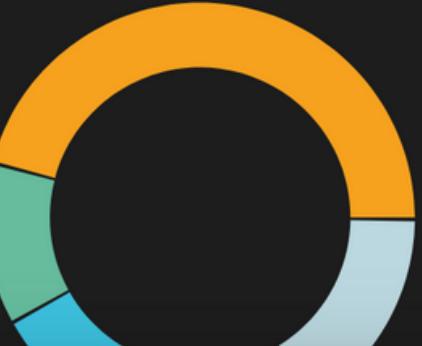
NOS ÚLTIMOS 7 DIAS, ENCONTRAMOS
3.055 publicações
de baixa qualidade sobre o tema. Ao todo, coletamos 57.006 publicações na semana

A QUALIDADE MÉDIA É DE
BAIXA —————— ALTA

2,9 pontos
[Saiba mais](#) sobre o sistema de pontos

TIPO DE MÍDIA COMPARTILHADA NO TEXTO

- Imagens
- Vídeos
- Links
- Link e imagem ou vídeo



TERMOS QUE MAIS APARECEM

governo liberdade grande app news lula milhoes presidente brasil cnm pix votos projeto contra censura grupos bolsonaro

CLIP (Costa Rica) - NINA

NINA
COMUNA DE DATOS

CLIP

CENTRO LATINOAMERICANO DE INVESTIGACIÓN PERIODÍSTICA

Tienes bases de datos?

Regístrate y ten acceso a un importante catálogo de bases de datos relacionadas con países de América Latina.

Iniciar sesión

Nombre de usuario

Ingrese el usuario

Contraseña

Ingrese la contraseña

Iniciar sesión ➔

Olvidé mi contraseña

Nuevo usuario

WhiteBeard (Lebanon) - Using AI to better know audiences



WB News Suite

Trusted by leading brands in the publishing industry, WhiteBeard News Suite (CMS) is an all-in-one publishing platform for today's newsrooms of all sizes.

What's inside?

- Digital asset management tools
- Paywall and subscription or readers' revenue models
- Distribution tools, editorial analytics
- Marketing tools and analytics

[SEE ALL FEATURES](#)

Clients and Partners

L'Orient-Le Jour



Tactical Report

DIANA 50 years of experience

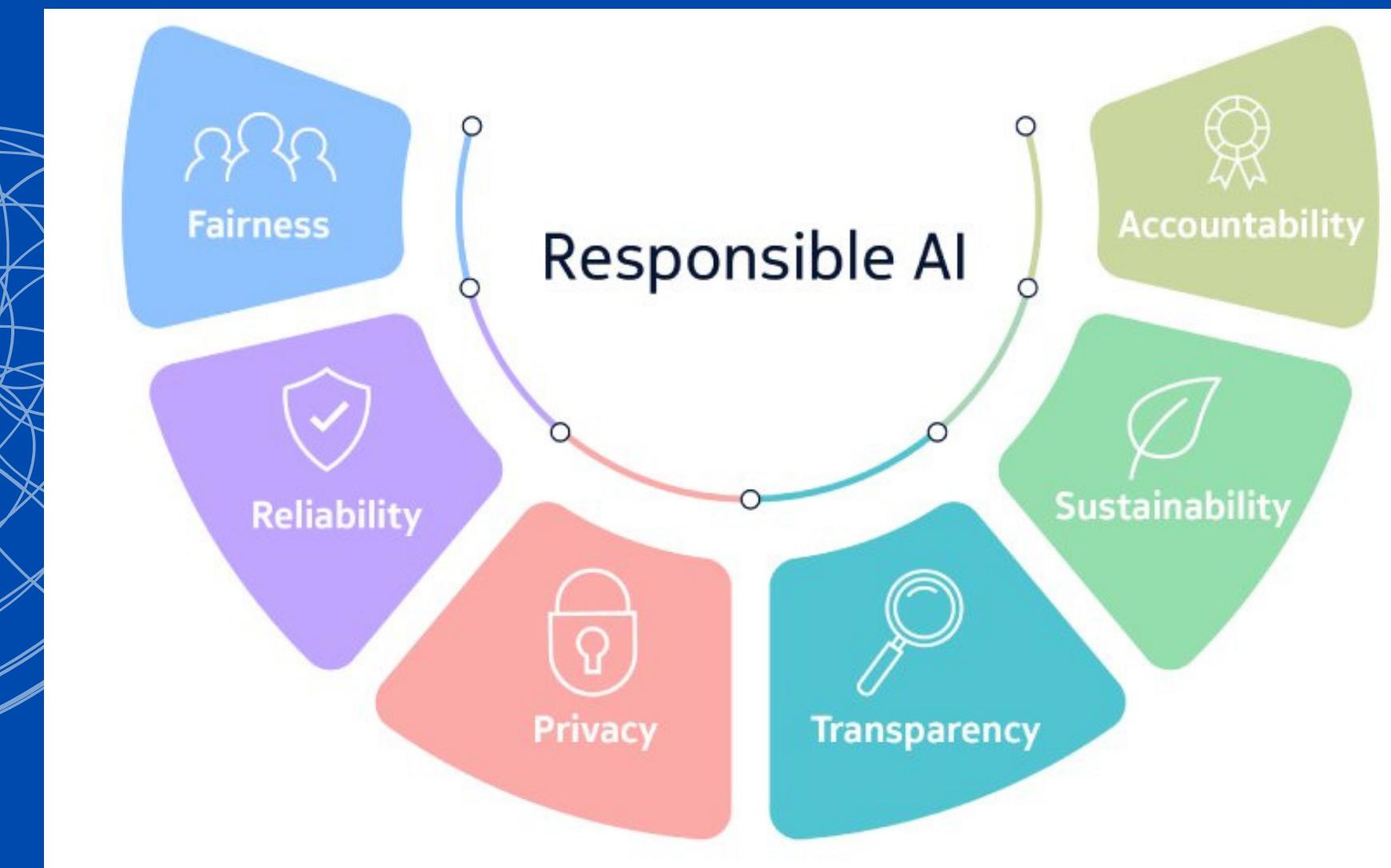
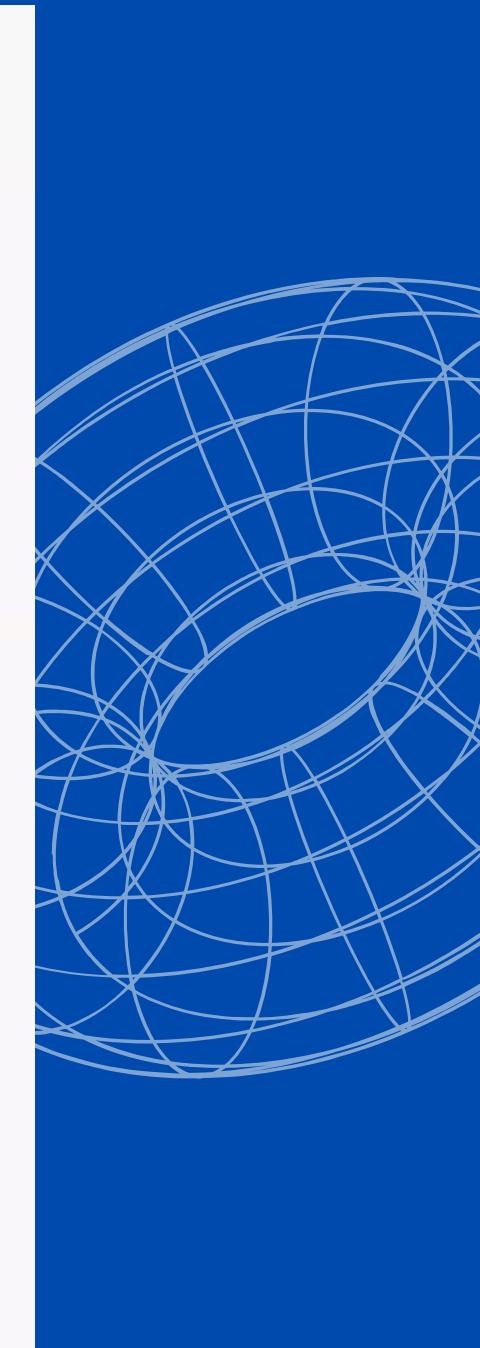
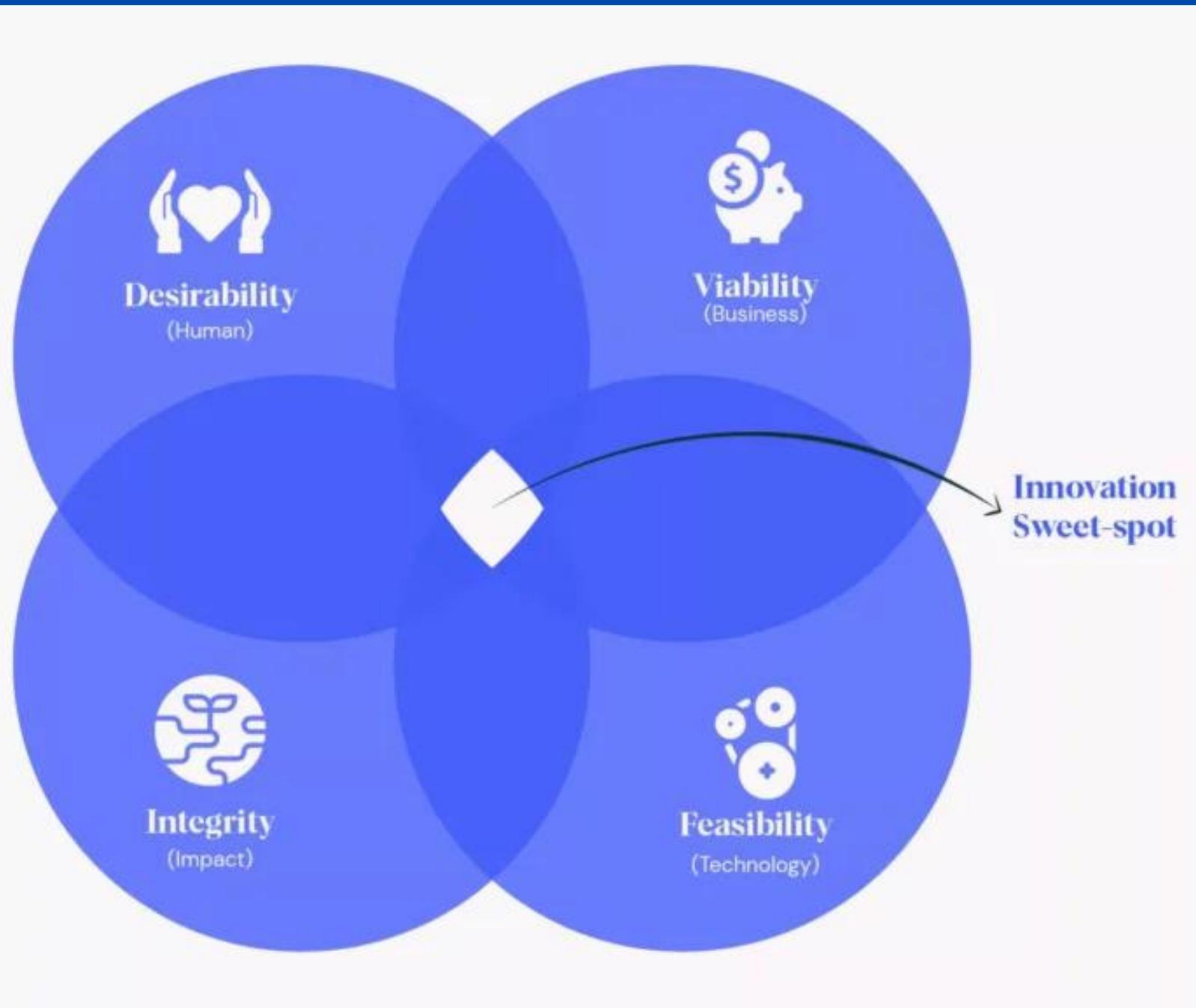


Digital Inequality and Divide

- As the digital revolution unfolds, a stark disparity persists between the Global North and the Global South, often referred to as the “digital divide” (Mabweazara, 2020).
- The digital divide manifests across various dimensions through unequal access to new media technologies.
- When applied to the media industry, this can translate into organizations that lack the technological expertise and innovative capacity to integrate digital solutions into their business models (Jamil, 2023), limiting them to basic use or dependence on third-party companies (de-Lima-Santos et al., 2021).
- While the Western, Educated, Industrialized, Rich, and Democratic (WEIRD) countries have been at the forefront of AI development and utilization (Starke et al., 2022), the Global South, comprising non-WEIRD nations, faces profound challenges in bridging the digital inequality and divide that AI exacerbates.
- Adopting AI technologies often demands substantial investments, which larger, more established businesses can afford, leaving smaller organizations at a disadvantage (Gondwe, 2023; Jamil, 2023).

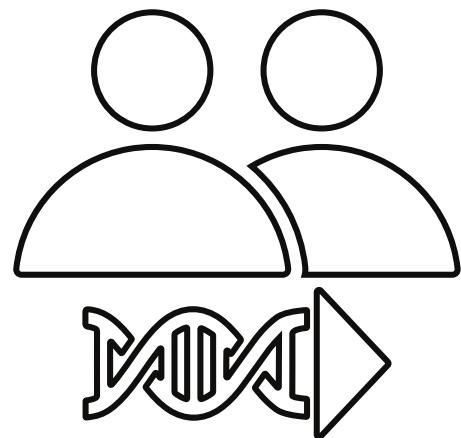


Responsible Innovation and AI



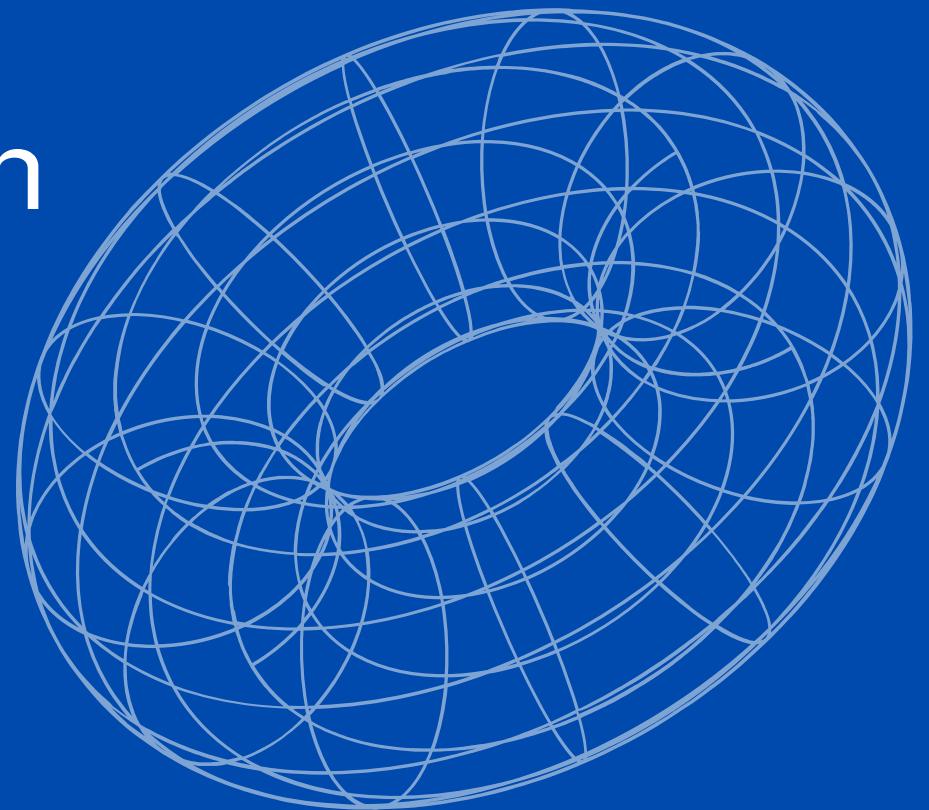
Institutionalization of Journalism in the Digital Age

- In journalism, norms, and values theoretically represent the fundamental principles and values that form the ethical foundation of the profession. These are reinforced through codes of ethics and guidelines.
- Institutionalism provides valuable theoretical insights into how institutions are shaped by these normative pressures, which can originate from external sources like society or internal factors within the institution itself (Meyer & Rowan, 1977)
- Formalizing codes of ethics and guidelines entail professionalization (Karlsson et al., 2023) and institutionalizes the boundary of journalistic work (Carlson & Lewis, 2015). They are established to self-regulate deviations from accepted journalistic behaviors.
- Organizations strive for legitimacy by emulating other actors in their environments (Deephouse, 1996). Their behavior responds by integrating “correct” programs and structures from their fields, which are perceived as legitimate by other institutions, reflecting efficiency and indicative of quality output (Lowrey, 2005).



Institutional Isomorphism

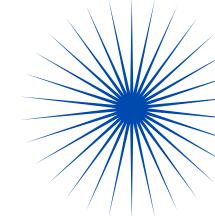
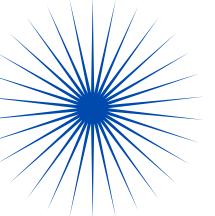
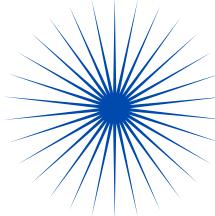
can be defined as a mechanism where one organization went through some organizational transformation by initiating actions that are similar to other organization in terms of procedure and outlook.



These external pressures materialize in isomorphism practices through regulative, normative, and cognitive institutions.

This process of isomorphism can result in the standardization of news formats, story conventions, and production processes, even across diverse news organizations (Lelo, 2022; Lowerey, 2005)

Questions



RQ1

How has the media industry addressed the increasing presence of AI, especially generative AI, in newsrooms regarding the inclusion of responsible and ethical factors like fairness, privacy, reliability, transparency, and accountability in their guidelines?

RQ2

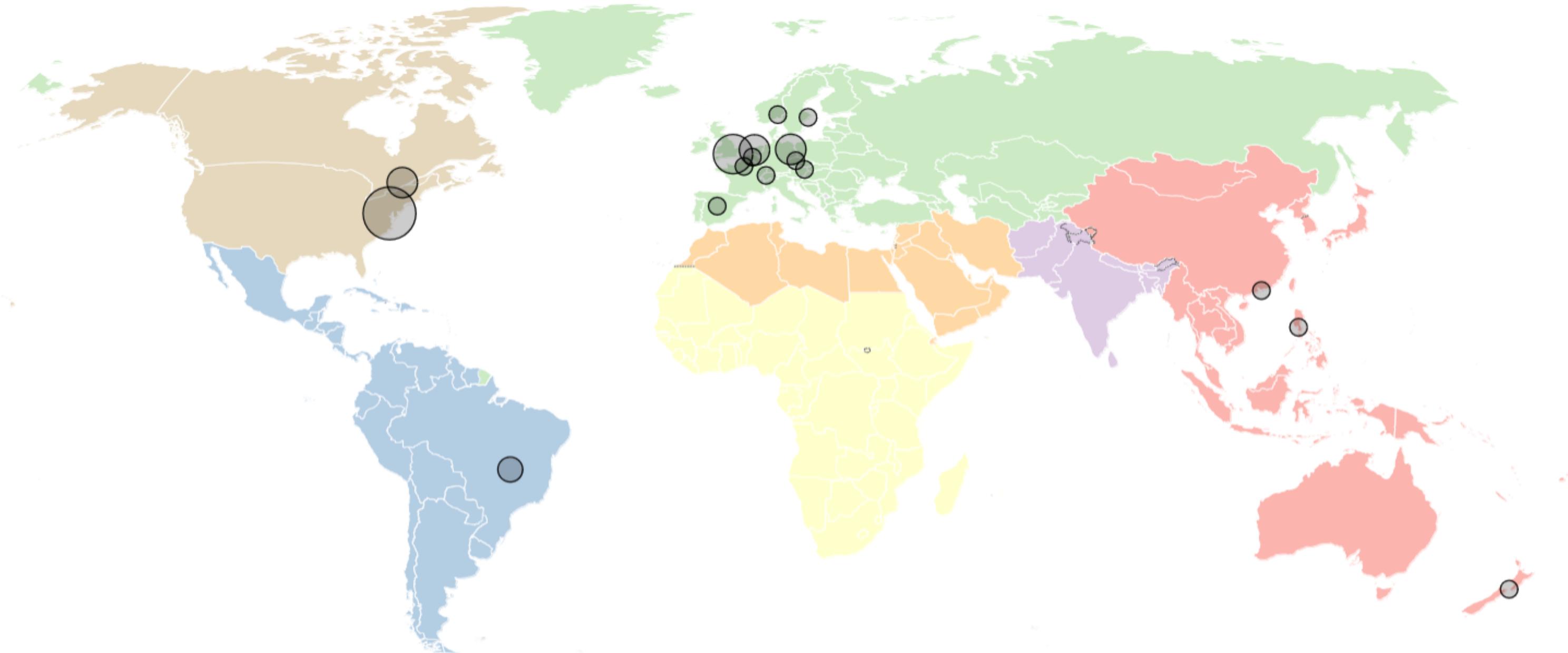
How do media organizations employ AI guidelines to institutionalize values and address the challenges posed by these technologies in journalism, reflecting their commitment to preserving journalistic principles while adapting to the evolving media landscape?

RQ3

How does the dominance of Western, Educated, Industrialized, Rich, and Democratic (WEIRD) countries in AI development and utilization impact Global South nations in embracing and institutionalizing AI-related principles?

AI Guidelines Worldwide

■ East Asia & Pacific ■ Latin America & Caribbean ■ Europe & Central Asia ■ South Asia ■ Middle East & North Africa
■ Sub-Saharan Africa ■ North America



Until October 2023

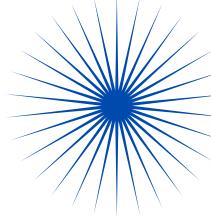
The Evolution of AI Guidelines Publications



Until October 2023

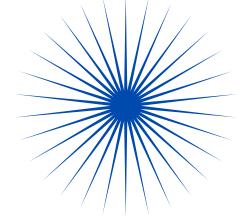
AI Guidelines in Media Organizations

These guidelines raise crucial concerns regarding the integration of AI in media.



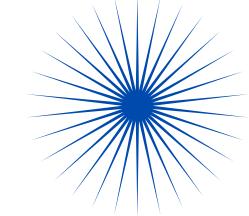
Removing Bias and Errors While Chasing Accuracy and Correctness by the Human Operator

These media organizations underscore the critical importance of vigilance and caution when dealing with AI-generated content, putting the human responsible for correctness and accuracy



Legal, Privacy, Transparency, and Ethics: Responsible Principles

Most of these guidelines highlight the industry's commitment to responsible AI, ensuring that audiences are fully informed when these technologies are used in media.

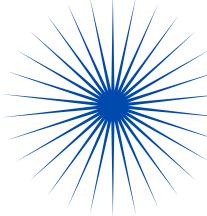


Being Accountable and Respecting Journalistic Values

These guidelines see the integration of artificial intelligence (AI) into newsrooms with a dual focus on accountability and preserving journalistic value.

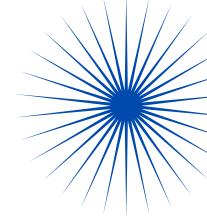
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No Replacement, Always Human-In-The-Loop

The recurring theme across all guidelines regarding human-in-the-loop is the clear recognition of the irreplaceable role of humans in the media process, even when incorporating AI technologies.



Collaborations

The importance of a seamless partnership between individuals with journalistic skills and those with AI and data analysis expertise.

Conclusion

- **AI Guidelines to Help Its Deployment In Media**

These guidelines address several critical concerns associated with the integration of AI into media, including issues related to algorithmic news generation, skill gaps, workflow disruptions, misuse of AI for disinformation, transparency, and disclosure.
- **Digital Divide -> AI Divide**

Digital inequalities are brought to the forefront by the absence of guidelines, which in turn widens the skill gap necessary for effectively managing AI in media (Jamil, 2023).
- **Institutionalization and Isomorphism Practices**

AI guidelines exhibit institutional isomorphism, leading to convergence and ultimately homogeneity over time (Holder-Webb & Cohen, 2012).
- **Future?**

While AI guidelines cover critical issues related to transparency, bias mitigation, and human oversight, they may not fully account for the specific risks and challenges tied to the intricacies of language, ethnicity, and other contextual factors prevalent in the Global South (Mabweazara, 2020; Munoriyarwa et al., 2023).

Thank you!

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