The Study of Biasness In Print And Broadcast News Due To Increased Use Of AI

Anuja Bagaitkar- Palkar
Faculty- Tilak Maharashtra Vidyapeeth, Pune-37
anujabagaitkar@gmail.com

Abstract

The advent of AI is undoubtedly a feather in the cap of technology. The more technology advances, the more humans get an option to bifurcate their work in a productive way. It is definitely a subject to debate that how effectively we can use it without considering it as a threat or a replacement for human brain. The memories of Terminator movie franchise are still very fresh in our minds. It is just a reflection of what future might be or what future has stored in if the technology advances. There are numerous questions that are being asked that whether human working force will be replaced or what? Whether the AI tools in media will decrease the work load or will it auto work the entire system? And so on. The use of AI extensively in media nowadays following ChatGPT's public release in late November 2022, senior leadership teams in nearly every newsroom are now urgently focusing on AI-driven innovation due to its capabilities, which have such a clear and significant potential impact on journalism. Everybody in the journalism industry is wondering, "What's next?"

The study of bias in print and broadcast news due to increased use of AI is a complex. Here are some key points to consider:

Algorithmic Bias: AI systems used in news production can reflect biases present in their training data. For example, if historical data contains biases, such as gender or racial stereotypes, AI algorithms may perpetuate these biases in news content.

Content Selection Bias: AI algorithms often play a role in selecting which news stories to prioritize or display to audiences. This can lead to a bias in the types of stories that receive attention, potentially favouring certain perspectives or excluding others.

Language and Tone Bias: AI-generated content may exhibit bias in language and tone, which can influence how news is perceived by audiences. This can include biased framing of issues, use of loaded language, or reinforcement of stereotypes.

Impact on Diversity and Inclusion: The use of AI in news production can impact diversity and inclusion by influencing representation in news coverage. For example, AI algorithms may prioritize certain sources or perspectives over others, leading to a lack of diversity in voices and viewpoints.

Ethical Considerations: Addressing bias in AI-driven news requires ethical considerations, including transparency about the use of AI, accountability for algorithmic decisions, and efforts to mitigate bias through diverse training data and algorithmic audits.

Researchers and practitioners in journalism, AI ethics, and media studies are actively exploring these issues and developing strategies to address bias in AI-driven news production.

In the first half of 2023, a lot of journalists took the opportunity to understand the fundamentals of artificial intelligence and understand it. Numerous newsrooms proceeded even farther, furnishing their staff members and viewers with declarations or protocols defining their desired methodology for incorporating generative AI into their workflows and news outputs. Some even started releasing a couple of ChatGPT-written experimental articles. But not many have yet implemented concrete measures to use these tools in their newsrooms on a regular and practical basis. Though particular initiatives are harder to come by, change is in the air.

Keywords: AI, Media, Journalism, news, print, broadcast

Introduction:

AI's integration into journalism has brought about both positive and negative impacts. The radical shift in communication and information technology paved the way for digital advancements and

innovation, which sparked a digital revolution. These digital revolutions are inevitable for a nation's development. We have recently witnessed a significant milestone in Indian journalism with the launch of the nation's first AI anchor by The India Today group. The bot named Sana is assigned to present news updates several times a day and will be appearing Aaj Tak news channel of the India Today group. Kalli Puri, the vice-chairperson of India Today, first presented Sana during the 20th edition of India Today Conclave, which PM Narendra Modi attended. She described Sana as bright, gorgeous, tireless and able to speak multiple languages. As we study the different impacts, here are some of the alarming aspects of AI in journalism which needs to be immediately noticed:

- Automation Bias: AI algorithms can inadvertently perpetuate biases present in training data, leading to biased content generation and decision-making. This can result in the dissemination of inaccurate or misleading information, reinforcing stereotypes, and harming public trust in journalism.
- Job Displacement: The automation of certain journalistic tasks, such as data analysis, fact-checking, and content generation, may lead to job losses for journalists who traditionally performed these roles. This raises concerns about the future of journalism careers and the quality of human-generated content.
- Clickbait and Sensationalism: AI-powered recommendation systems and content optimization tools can prioritize sensational or clickbait-style headlines and stories to maximize user engagement and ad revenue. This can prioritize quantity over quality in news production and contribute to the spread of sensationalized or misleading content.
- Deepfakes and Misinformation: AI technologies, such as deep learning algorithms, can create realistic but fake audio, video, and text content, known as deepfakes. These deepfakes can be used to spread misinformation, manipulate public opinion, and undermine the credibility of legitimate news sources.
- Privacy Concerns: AI tools used in journalism, such as data analytics and profiling algorithms, raise privacy concerns regarding the collection, storage, and use of personal data. Journalists and news organizations must navigate ethical boundaries when accessing and analyzing user data for news reporting purposes.
- Loss of Editorial Control: Relying heavily on AI for content generation and curation may lead to a loss of editorial control and oversight. Human editors and journalists play a crucial role in ensuring accuracy, fairness, and ethical standards in news coverage, which AI algorithms may not always uphold.
- Algorithmic Transparency: The opacity of AI algorithms used in journalism poses challenges in understanding how decisions are made, assessing biases, and ensuring accountability. Transparent and explainable AI systems are needed to address these concerns and maintain trust in journalistic practices.

Despite these challenges, it's essential to recognize that AI also offers opportunities to improve journalism's efficiency, accuracy, and audience engagement when used responsibly and ethically. Balancing the benefits and drawbacks of AI integration in journalism requires careful consideration of ethical principles, regulatory frameworks, and industry standards. To handle AI properly especially in media we need a specialized set of mindsets that can regulate AI to perform properly.

Literature review

In a research paper titled, "A Perfect Storm: Social Media News, Psychological Biases, and AI", the authors Pratim Datta, Mark Whitmore, talks about how information is consumed via various channels already which are on the tip of our finger and consumed by billions over social media (SM) every day, issues of information biases, fake news, and echo-chambers have dominated the corridors of technology firms, news corporations, policy makers, and society. Although numerous disciplines have attempted to tackle the issue using their disciplinary lenses, there has, up till now, been no integrative model that surface the complicated, although "dark" explainable AI joining together of both technology and psychology.

In another Research Paper titled, "Rating Reliability and Bias in News Articles: Does AI Assistance Help Everyone?", author Benjamin Horne, Dorit Nevo and others say that, "With the spread of false and misleading information in current news, many algorithmic tools have been introduced with the aim of assessing bias and reliability in written content."

In the research paper titled, "Countering Algorithmic Bias and Disinformation and Effectively Harnessing the Power of AI in Media", authored by Donghee Shin, Michael Hameleers and others, they mention, Artificial intelligence (AI) is affecting the daily lives of billions of media users (Wölker & Powell, 2021). Algorithms are popular and effective tools utilized by companies online, but their popularity comes at the expense of systematic discrimination, limited transparency, and vague accountability (Möller et al., 2018).

Objective of the Research
The objective of the study is to identify and analyze the patterns of bias that emerge in news content due to the use of AI algorithms along with assessing the impact of biased news content on public perception, attitudes, and decision-making processes.

Research Methodology
This research paper adopts a qualitative research methodology, combining analysis of observations based studies and interviews of industry experts. Case studies will be selected to illustrate specific instances of bias in news content generated or curated by AI systems. The data collected from case studies and interviews will be analyzed using thematic analysis techniques to identify patterns and themes related to bias in news media.

3. RESEARCH METHOD
Observations:
AI has had a significant impact on journalism in recent years, transforming various aspects of the field. Following are the assumptions:
1. Automated Content Creation: AI technologies can generate news articles, reports, and summaries based on data inputs. This is especially useful for producing routine news updates, sports scores, financial reports, and weather forecasts. However, these AI-generated articles are often factual and lack the nuanced analysis and context that human journalists provide.
2. Data Analysis and Insights: AI algorithms can analyze large datasets quickly and identify trends, patterns, and insights. Journalists use AI tools for data-driven journalism, such as uncovering hidden stories, investigating complex issues, and visualizing data in interactive formats for readers.
3. Content Personalization: AI-powered recommendation systems personalize news content for individual readers based on their preferences, behavior, and past interactions. This helps improve user engagement and retention on news websites and apps.
4. Fact-Checking: AI is used for automated fact-checking to verify the accuracy of news stories and detect misinformation and fake news. Fact-checking bots can analyze claims, check sources, and flag potentially false information for human review.
5. Natural Language Processing (NLP):NLP technologies enable journalists to extract insights from unstructured text, analyze social media trends, monitor public sentiment, and conduct sentiment analysis for news reporting.
6. Virtual Assistants: Some news organizations use AI-powered virtual assistants to interact with readers, answer questions, provide news updates, and deliver personalized content through chatbots and voice assistants.
7. Ethical and Bias Considerations: AI in journalism raises ethical concerns regarding bias in algorithms, privacy issues, job displacement, and the need for transparency in automated content creation and decision-making processes.

Shailaja Bajpai, a media professional said in one of her interview that, "AI will definitely have an abiding influence on journalism in general". "However, it is too early to say how deep it will be and how much of a difference it will make". "The chances are while bots can do news bulletins, they may not be able to react and conduct debates the way individual anchors do today", she added. With her extensive experience and knowledge in writing about television development in India, she claimed that AI is a big challenge for media professionals. She also suggested that explanatory journalism, on-the-ground reporting and investigative journalism can't be a battlefield for AI bots as they can't replicate human expertise and observation. "We have to be prepared to change and adapt to withstand this challenge or perish in the attempt," she added.

Is the AI in journalism a boon or bane? Most media professionals identify the growing dependence on algorithms and automation, which threatens to challenge the credibility and trustworthiness of journalism. Along with these concerns, AI also raises concerns regarding job security and also the possibility of perpetuating biases in the data which it uses to generate content. For the last few years, with the increase in the cost of on-the-ground reporting, prime-time TV news has been dominated by studio debates. Another Indian journalist, Nidhi Razdan, pointed out that the establishment of AI news anchors should undergo some regulations in order to avoid journalism undergoing further challenges. "Having said that, perhaps AI anchors will do a better job at being objective than their real-life counterparts, most of whom no longer speak truth to power," said Razdan. "The way forward is to be cautious about what AI brings to the table," she added.

Studying bias in print and broadcast news caused by increased use of AI involves examining various case studies to understand the impact and manifestations of this bias. Here are some potential case studies that you could explore in your research paper:

1. Facebook's News Feed Algorithm: Facebook's algorithm has faced scrutiny for promoting biased or misleading content, leading to echo chambers and filter bubbles.
2. Automated Content Generation in Newsrooms: Many newsrooms use AI-powered tools for generating news articles, headlines, and summaries.
3. YouTube Recommendations and Video Categorization: YouTube's recommendation algorithm has been criticized for promoting extremist or sensationalist content.
4. Automated Fact-Checking Systems: Fact-checking systems powered by AI are increasingly used to verify news articles.
5. Bias in Image Recognition Systems: Image recognition systems have been found to exhibit biases based on race, gender, and other factors.
6. AI in Language Translation for News Reporting: AI-driven language translation tools are used in news reporting to translate articles across languages.

Conclusion

To sum up this topic and observations, it is essential to have an unbiased medium for news. As said by our media forefathers, media is only a facilitator of information and not an opinion maker. Considering this as a foundation for media, the new emerging technology of AI should not cross the borders of human intelligence and dominate it. Human intelligence when produce any information, there are certain emotions, observations, impromptu analysis and so on. This cannot be done by a data which is just put into something and just produced. Except written content, the human brain is a complex one to store much quality information and give answers or reactions in a much better way. With the available material in the media universe, the AI can just build information and produce but that kind of information which come out of certain experiences only is away from bias.

References

- HeinOnline. (2024, March 12). *About - HeinOnline.* https://heinonline.org/HOL/LandingPage?handle=hein.journals/manintpr277&div=14&id=&page=

- Shin, D., Hameleers, M., Park, Y. J., Kim, J. N., Trielli, D., Diakopoulos, N., Helberger, N., Lewis, S. C., Westlund, O., & Baumann, S. (2022). Countering Algorithmic Bias and Disinformation and Effectively Harnessing the Power of AI in Media. *Journalism & Mass Communication Quarterly*, *99*(4), 887–907.

- Sathaye, K., & Tilak, G. (2021). Pedagogical Approaches In Broadcast Journalism. *Turkish Online Journal of Qualitative Inquiry*, *12*(6).

- Fang, X., Che, S., Mao, M., Zhang, H., Zhao, M., & Zhao, X. (2024). Bias of AI-generated content: an examination of news produced by large language models. *Scientific Reports*, *14*(1). https://doi.org/10.1038/s41598-024-55686-2

- *AI journalism in India: Did India enter a new era of broadcasting?* (n.d.). INDIAai. https://indiaai.gov.in/article/ai-journalism-in-india-did-india-enter-a-new-era-of-broadcasting

- Horne, B. D., Nevo, D., O'Donovan, J., Cho, J., & Adalı, S. (2019). Rating reliability and bias in news articles: Does AI assistance help everyone? *Proceedings of the International AAAI Conference on Web and Social Media*, *13*, 247–256. https://doi.org/10.1609/icwsm.v13i01.3226