

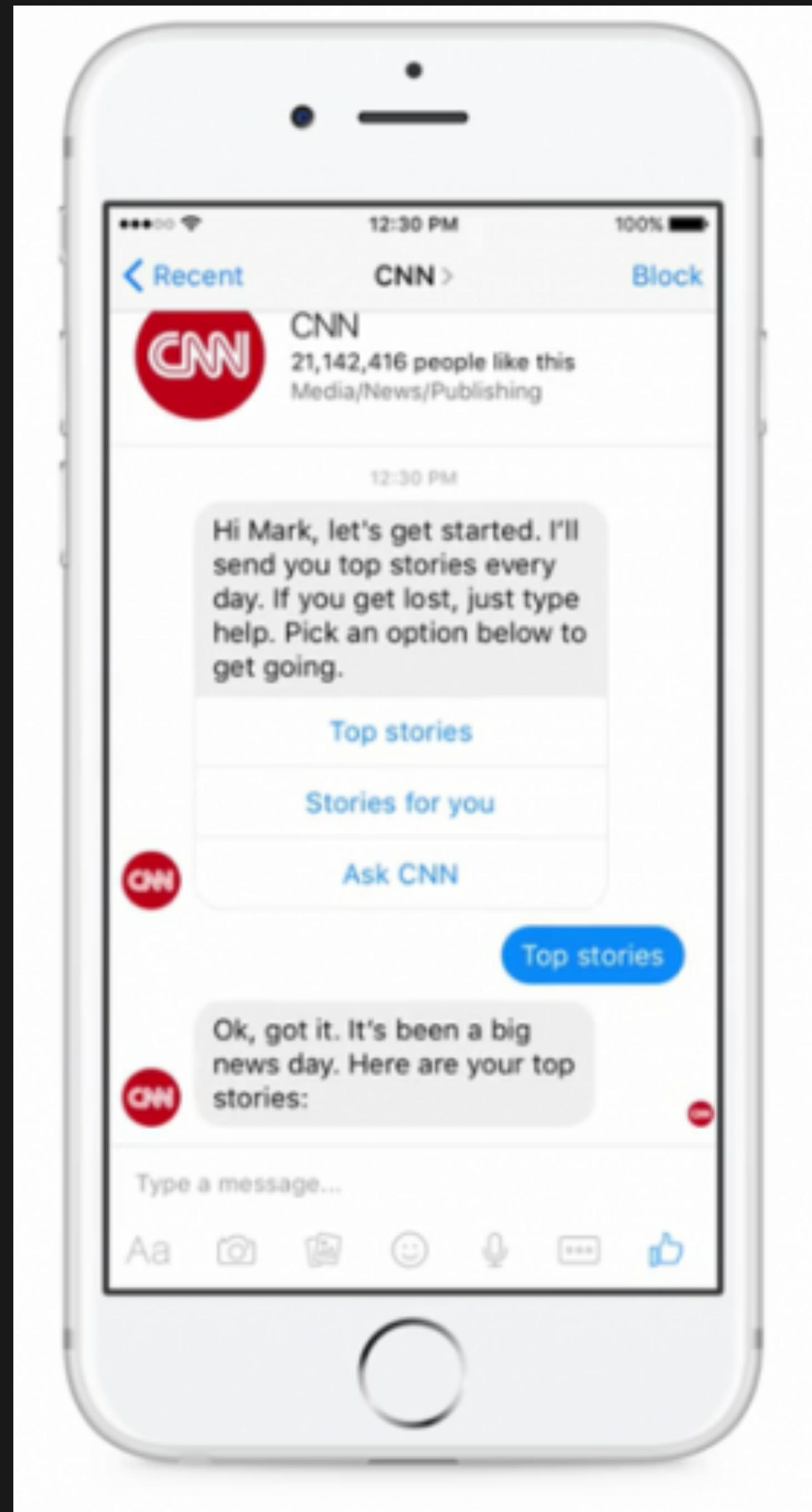
# ARTIFICIAL INTELLIGENCE AND AUTOMATION

Kelsey Whipple

University of Massachusetts Amherst

# AI in Journalism

- Example: A news outlet's algorithm might track your behavior over time and learn to point you toward stories you're likely to be interested in.
- News outlets have created news chatbots that foster more conversational and interactive news consumption experiences.
- Journalists also regularly rely on artificial intelligence to transcribe interviews recorded in audio or video files.
- Automated news = the use of machines to automatically generate news stories about recurring topics.





# The Benefits and Risks of AI

- Proponents believe that automating some of the industry's most basic tasks and stories relieves human journalists of a burden and gives them more time to spend on more in-depth journalism.
- Those stories can serve as the first documentation of an event or issue for audiences.
- AI can also quickly personalize stories to the specific audiences or readers who will consume them.
- Algorithmic bias: Because machine learning is created and developed by humans, it can be just as flawed as the humans behind it.





# Key Takeaways:

- Artificial intelligence is the development and use of “smart” machines to perform some of the same tasks as humans.
- When it comes to journalism, AI is most commonly used in processes that involve automating basic tasks, such as recommending content, analyzing large datasets, and interacting with users.
- Automated news involves the use of algorithms to automatically generate news stories. Today, some journalistic outlets produce tens of thousands of automated news stories a year, though such stories are typically restricted to domains like finance and sports.
- Although it might be easy to see AI as a threat to journalism jobs, humans will likely continue to play a critical role in journalism for the foreseeable future.
- Because news algorithms are created and developed by humans, they can be just as flawed as the humans behind them.