

FROM THE IRON CURTAIN TO THE DIGITAL FRONTIER

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FRANK WILLIAMS, 14.02.2024, PCMS

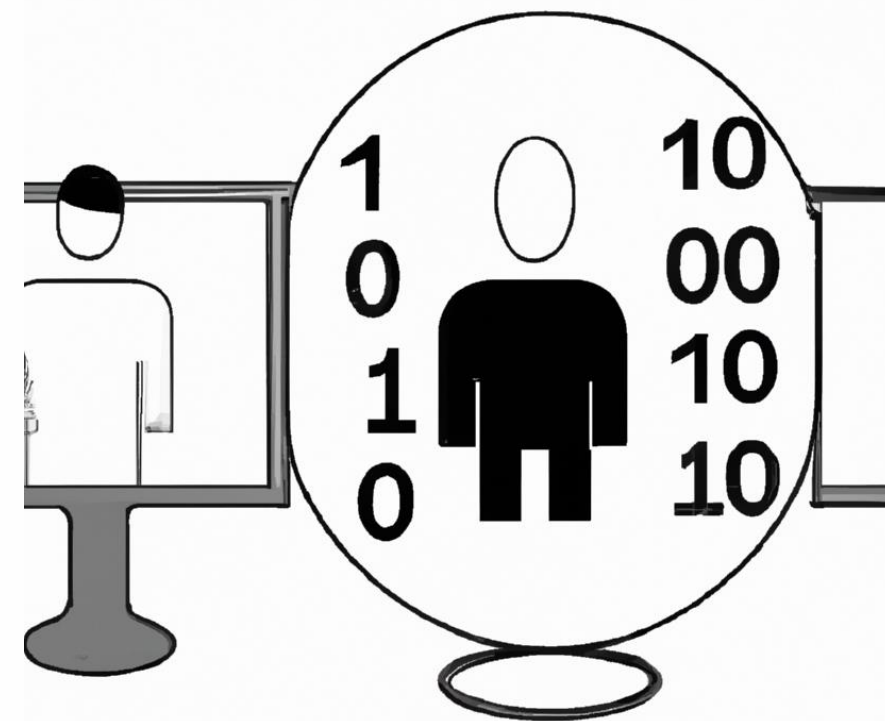
What is media's primary mission?

Ensuring everyone's right to quality, trustworthy information.

AI in journalism and newsrooms

Application:

- Investigative tools
- Fact checking
- Data-based stories
- Transcription
- Voice-overs
- Presentation
- Content formatting



AI in journalism and newsrooms

Legal issues:

- Responsibility for AI system selection and content (impact on the public)
- Responsibility "for the process": data processing and privacy
- Protection of know-how, investment and creativity
- Protection of the journalist's personality (digital twin)

PARIS CHARTER ON AI AND JOURNALISM

The use and development of AI systems in journalism must uphold the core values of journalistic ethics, including truthfulness and accuracy, fairness, impartiality, independence, non-harm, non-discrimination, accountability, respect for privacy and for the confidentiality of sources.

AI: impact on content consumers

will vary according to their

technical knowledge & competencies

in an online environment



Possible impacts

- Information overload, reduced level of awareness
- Addictive use of technology
- Low level of information self-determination
- Locking into information bubbles
- Manipulation



- At no time have we needed guidance through the chaos of events and information more.
- At no time have editors been trusted to provide it less.

THANK YOU. LET'S STAY IN TOUCH!

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CENTRE FOR MEDIA



#TechWatch

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